

Tourism & Events Department 7506 E Indian School Rd Scottsdale, AZ 85251 480-312-7177 www.ScottsdaleAz.gov

To: David Scholefield, Chairperson

Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Karen Churchard, Tourism & Events Director

Date: March 21, 2017

Subject: Manager Report – Tourism Reports

The following is the March management report.

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

In order to compare current bed tax collections to the pre property classification adjustment, table two hotel classification summary now provides a percentage change comparison to current bed tax collections and pre property FY 2015/16 bed tax collections.

Highlights for Business Activity in December 2016

Bed tax collections were up in December (3%) with YTD collections up (13%). Miscellaneous YTD retail tax collections were up (7%) and Restaurants were up YTD (5%).

Hotel classification December report indicates YTD bed tax collection for resorts (14.7%), full service property (9.9%) and limited property (3.1%) all up.

Highlights for Business Activity in January 2017

Bed tax collections were down in January (-39%) with YTD collections up (2%). Miscellaneous YTD retail tax collections were up (1%) and Restaurants were down YTD (-3%).

The Arizona Department of Revenue, as of January 1, 2017, is responsible for administration, licensing, and tax collection for all cities and towns in Arizona including the City of Scottsdale. A change in the administration and collection has impacted current reporting methods. Staff will evaluate and provide alternative reporting options.

Hotel classification January report indicates YTD bed tax collection for resorts (9.4%) and full service property (7.0%) are up and limited property (-5.0%) is down.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years.

Highlights for March 2017

FY2016/17 event funding expenses have been updated. Changes have been highlighted and include the Thunderbird Veteran's Memorial funding allocation approved by Council on January 24.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for January 2017 (Scottsdale Trend Report-**62** properties)

Over the past 12 months occupancy is up (1.2%) average daily rate (\$185.97) is up (3.4%) when compared to the same period last year. Rev par (\$126.32) is up (4.6%).

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is down (-1.3) average daily rate (3.2) is up and rev par is up (1.9).

Trend Scottsdale Downtown (15 properties report)

Over the past 12 months occupancy (-2.2%) is down average daily rate (\$152.21) is up (3.8%) and Rev Par (\$106.04) is up (1.5%) when compared to the same period last year.

Staff has completed a review of the STR property inventory. Report indicating changes and proposed regional report will be available in April.

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100. Average Daily Rate is calculated by taking room revenue divided by rooms sold. Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

The following updates are included in the agenda packet or a presentation will be provided.

- 1. Tourism Research Program Update
- 2. Special Event Report
- 3. Downtown Tax Revenue Report

BED TAX COLLECTION REPORT - FY 16/17

Prepared by the City of Scottsdale Tourism Events Department March 21,2017 (Preliminary)

Item 11a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the <u>actual month of business activity</u>, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and Fy2015/16 property pre-classification. As a percentage of 8,971 total hotel rooms in the City as of July 2016. Resort hotels represent 43%, Full Service hotels 22%, and Limited Service hotels 35%.

*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of	Period Share	FY15/16 Bed Tax	FY16/17 Bed	Room Rev.	Hotel/Motel	Misc. Retail	Restaurant
Business Activity	of Annual	Collections	Tax Collections	Tax Change	Tax Change	Sales Tax	Tax Change
June	4.4%	\$751,742	\$860,598	14.0%	16.0%	0.0%	1.0%
July	4.0%	\$686,517	\$739,002	8.0%	2.0%	9.0%	7.0%
August	3.6%	\$621,760	\$719,101	16.0%	7.0%	0.0%	6.0%
*September	5.2%	\$889,778	\$1,196,588	34.0%	17.0%	8.0%	6.0%
October	8.1%	\$1,398,632	\$1,557,281	13.0%	11.0%	7.0%	2.0%
November	8.3%	\$1,439,290	\$1,572,604	9.0%	4.0%	15.0%	5.0%
December	6.6%	\$1,135,306	\$1,173,835	3.0%	12.0%	7.0%	5.0%
**January	10.5%	\$1,813,107	\$1,115,043	-39.0%	-25.0%	-43.0%	-47.0%
February	13.4%	\$2,320,417					
March	16.7%	\$2,892,090					
April	11.4%	\$1,977,341					
May	7.8%	\$1,345,248					
Year to date	100.0%	\$17,271,228	\$8,934,052	2.0%	4.0%	1.0%	-3.0%

^{*}September increase was due to market conditions

^{**}Please note that this is the first full month of ADOR collecting taxes. ADOR payments are received weekly.

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 16/17

Prepared by the City of Scottsdale Tourism Events Department March 21, 2017 (Preliminary)

11b

Table 2

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of			Pre	Full-Service			Limited- Service		Pre
Business	Resort Hotels	% Change	Classification	Hotels	% Change	Old Class %	Hotels	% Change	Classificatio
Activity	3,877 Rooms	from FY15/16	Change %	1,959	from FY15/16	Change %	3,135 Rooms	from FY15/16	n Change %
June	\$537,901	11.6%		\$112,806	-6.5%		\$186,688	11.0%	
July	\$465,735	10.2%		\$86,533	-0.1%		\$157,005	11.8%	
August	\$441,054	11.9%	12.5%	\$95,302	6.9%	7.9%	\$160,596	11.9%	14.6%
September	\$766,079	34.7%	39.1%	\$156,263	12.6%	14.5%	\$226,860	13.9%	13.3%
October	\$1,011,432	10.1%	12.4%	\$213,879	15.9%	8.4%	\$309,882	1.2%	1.0%
November	\$978,984	11.1%	12.2%	\$196,585	17.9%	12.2%	\$303,793	-5.9%	-5.3%
December	\$784,629	14.9%	17.6%	\$127,717	-0.4%	-1.3%	\$227,264	-11.8%	-11.3%
*January	\$972,456	-11.8%	-2.7%	\$201,991	-17.2%	-33.2%	\$298,989	-33.0%	-35.60%
February									
March									
April									
May									
Year to date	\$5,958,270	9.4%	13.0%	\$1,191,076	7.0%	0.8%	\$1,871,077	-5.0%	-5.6%
	66.05%	•	•	13.20%	•		20.74%	•	•

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

^{*}This is the first full month where the Arizona Department of Revenue did all tax collections.

City of Scottsdale Tourism Program Proforma March 21, 2017

Item No. 11c

2014/15

2015/16

2016/17

Bod Tax Revenues \$1,000,001 17,000,001 17,000,001 18,000,001		2014/15 Actual-Final	2015/16 Actual-Final	2016/17 Estimate
Event Number Nomes	Bed Tax Revenues			
Exemptions				1,600,000
				4,176
Destination Marketing (60% of both fair reviewues) (8,698,1968) (8,698,1968) (1,000 col.				20,318,176
Destination Marketing (60% of both are revenues)	EYDENSES			
Committed Comm		(8,523,524)	(8,698,166)	(9,357,000)
West/Mort debt service (Bourses stanted PTGGOT, ends PTG4153) (20,000) (1				(1,500,000)
West/Mort debt service (Bourses stanted PTGGOT, ends PTG4153) (20,000) (1	Multi-year Commitments for Canital Projects			
**Museum of the West dots service (started PVA15s, and pY3394) (432,288) (888,941) (90.000) ((600,000)	(600,000)	(600,000)
**TPC removations detail service (pittienned Pri14/15, ender Pri3034) 000,000 00				(1,200,000)
BDDC cleabs servicer (TCC macroed \$000007 Mean 2000 10 2014) 10,0000000000000000000000000000000000	,			(900,000)
Commitment (passed on projected revenues)		(513,413)	(900,000)	(900,000) (600,000)
Total Capital Projects One-dime Commitments (available for all categories except General Fund and Marketing) maximum of \$500,000: *World Food Champiorahip (Council approved 67-01-2014) *Total Forest Tour Operation (Council approved 77-2015) *Total Consent Tour Operation (Council approved 77-2015) *Total Council Market Committee (Council approved 77-2015) *PROCA Champiorahip Rodes—2016 (council approved 1011/12016) BRN4, year of funding *Baseback (Council approved 27-17-5) *2015 Food & Wine Experience Event (Council approved 1011/12016) BRN4, year of funding *Uncommitted Total One-time Commitments Event Resettion and Development, maximum of \$1,200,000: *Lincommitted Total One-time Commitments time 2005) College Champiorahip Game (Council approved 69-25-15) *A2981C Sponsomers (Spee book (Spee Commitments time 1714-15) *Capital Council Approved (Spee Commitments time 2005) *College Champiorahip Game (Council approved 69-25-15) *Capital College Champiorahip Game (Council approved 69-25-16) *C		-	-	(3,061,176)
Windf Food Championship (Council approved 07-12014) Traits Forest Tour Operations (Council approved on April 28, 2015)	, , , , , , , , , , , , , , , , , , , ,	(2,746,271)	(3,589,941)	(7,261,176)
** World Food Championship (Council approved O7-1-2014) ** Troits Forest Tour Operators (Council approved on April 28, 2015) ** Troits of the RNL* (Council approved on April 28, 2015) ** Traits of the RNL* (Council approved O7-11-14) ** PRCA Championship Rodos- 2016 (council approved 07-11-16) FINEL, year of funding ** PRCA Championship Rodos- 2016 (council approved 07-11-16) FINEL, year of funding ** Total One-time Committee (Council approved 07-11-16) FINEL, year of funding ** Total One-time Committee (Council approved 07-11-16) FINEL, year of funding ** Uncommittee 1	One than Committee and for all other for all ordered control for all ordered Marketines and Control for all ordered controls and Controls for all			
Totalo Forest Tour Operators (Cournel approved 7-2-0114) International Visior Committee (Cournel approved an April 28, 2015) (75,000) (75,000) (75,000) Taste of the NFL (Cournel approved 2-11-14) (75,000) (75,000) (75,000) Baseball City (cournel approved 2-11-14) (75,000) (75,0	•	(18 608)	_	_
International Visitor Committee (Council approved on April 28, 2015) 75.000 75				_
* Teste of the NFL** (Council approved 17-14) **PRAC Arterinophially Roders 2-17-15) **PRAC Arterinophially Roders Event (Council approved 10-120-15) 1st year of funding **Uncommitted** Total One-time Commitments** **Total One-time Commitments** **	, , , , , , , , , , , , , , , , , , , ,			(75,000)
PRCAC Championable Rodor- 2016 (council approved 21/11/2016) PNAL, year of hundring				-
** Baseball Ciry (council approved 2-17-15) ** (275,000)				_
** 2015 Food & Wine Experience Event (Council approved 10-20-15) 1st year of funding **Uncommitted** Total Che-times Committements **Event Retention and Development, maximum of \$1,200,000: **Uncommitted** Uncommitted** Uncommitted** Uncommitted** Carpas Dowl (2014 approvement sizes, 2000) Festa Bowl (2014 approvement sizes, 2000) Festa Bowl (2014 approvement sizes, 2000) Festa Bowl (2014 approvement sizes, 2000) **Competitor Group Marathon Series F72015-16 final year of Unchange Trough new event funding program (73,585) **Competitor Group Marathon Series F72015-16 final year of Unchange Trough new event funding program (73,585) **Competitor Group Marathon Series F72015-16 final year of Unchange Trough new event funding program (73,585) **Competitor Group Marathon Series F72015-16 final year of Unchange Trough new event funding program (73,585) **Competitor Group Marathon Series F72015-16 final year of Unchange Trough No. 10,000 (75,000) **Competitor Group Marathon Series F72015-16 final year of Unchange Trough Series (75,000) **Competitor Group Marathon Series F72015-16 final year of Unchange Trough Series (75,000) **Competitor Group Marathon Series (70,000) **Competitor Group Marathon Se			(,)	
Tuconmitted Total One-time Commitments (334,714) (235,000) (50 Verth Retention and Development, maximum of \$1,200,000:	, , , , , , , , , , , , , , , , , , , ,	(-,,	(75,000)	
Event Retention and Development, maximum of \$1,200,000: Uncommitted (287,398) (288,886) (288,886) (280,886) (2	• Uncommitted			(425,000)
Concented Conc	Total One-time Commitments	(334,714)	(235,000)	(500,000)
Concented Conc	Event Retention and Development, maximum of \$1,200,000:			
Coolege Championish Game (Council approved 08-28-15) Competitor Group Marathon Series F72015/16 final year of funding through new event lunding program (73-586) (73-68-7) Competitor Group Marathon Series F72015/16 final year of funding through new event lunding program (73-586) (73-600) Competitor Group Marathon Series F72015/16 final year of funding through new event lunding program (75-000) Competitor Group Marathon Series F72015/16 final year of funding through new event lunding program (75-000) Competitor G75-000	Uncommitted	/a · ·	/ac= == :	(85,568)
A258Hc Sponsorsipi Super Bowl (3 year commitment thu FY14/15)		(287,398)		(310,852)
Competitor Group Marathon Series F72015/16 final year of funding through new event funding program (73,585) (73,645) Horse and Interspeever Floor Event (CC approval April 2013) 1475 final year (75,000) (75,		(215 280)	(230,646)	_
Horse and Horse power Pote Event (CC approval April 2013) 14/15 final year (75,000)			(73,645)	
CAA Men's Final Four (council approved 09-13-16) at Year 2016 Food & Wine Experience (council approved 70-61-0) at year 2016 Food & Wine Experience (council approved 17-26-16) and year of funding 2016 Grand Pix Event (council 10-25-16) and year of funding 2016 Grand Pix Event (council 10-25-16) and year of funding 2016 Grand Pix Event (council 20-25-16) and year of funding 2016 Grand Pix Event (council 20-25-16) and year of funding 2016 Grand Pix Event (council 20-25-16) and year of funding 2016 Grand Pix Event Notification Program (17,455) (10,858) (10	Horse and Horsepower Polo Event (CC approval April 2013) 14/15 final year		-	-
2017 Off Road Expo (Council approved 07-06-16) ist year of funding 8 8 8 2016 Grand Prix Event (council 10-25-16) Ist year of funding 9 1 1 1 1 1 1 1 1 1		(75,000)	(75,000)	(75,000)
2016 Food & Wine Experience (council 10-25-16) 2nd year of funding 2016 Grand Pirk Event (council 10-25-16) 1st year 4				(150,000)
2016 Grand Pritz Event (council 10-25-16) 1st year in this program (17,961 (18,755) (10,85175) (10,				(75,000) (82,500)
2017 Parada del Sol Parade (council approved 1/24/17) 1st year in this program Matchine Event Adventising Funding Program (19.34) (9.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (10.89) (17.455) (1				(48,062)
Matching Event Adventising Funding Program (117,756) (98,175) (10,000) Event Venue Fee Program (18,324) (9,089) (2,000) Community Events Program (18,000) (148,000) (17,000) Total Events (10,009,247) (1,017,108) (1,007,100) Administrative Eyenses (172,414) (285,991) (3,000) Administrative Eyenses (172,414) (285,991) (3,000) 5-yr Tourism Strategic Plan (37,655) (53,400) (9,948) (99,912) (10,000) TOTAL EXPENSES (14,423,774) (15,479,517) (20,31) CURRENT YEAR UNSPENT (moves to carryover at year end) 4,432,598 3,466,843 \$ Eeginning Balance \$ 9,245,189 9,787,519 \$ 10,43 Additions (10,000) 0 0 Tories (year peace) (230,002) 0 0 Beginning Balance \$ 9,245,189 9,787,519 \$ 10,43 Additions (10,000) 0 0 Tories (year peace) (230,002) 0				(64,400)
Event Venue Fee Program		(117,756)	(98,175)	(105,000)
Community Events Program (128,000) (194,000) (177		(17,904)	(17,455)	(4,176)
Total Events (1,009,247) (1,017,108) (1,207) (1,017,108) (1,207) (1,007,108) (1,207) (1,007,108) (1,207) (1,007,108) (1,207) (1,007,108) (1,207) (1,007,108) (1,207) (1,007,108)				(24,757)
Administrative Cyther Professional Services, maximum of \$500,0000: Administrative Expenses	·		. ————	(174,686)
Administrative Expenses Tourism Research Syr Tourism Strategic Plan Total Admin/Other Total Expenses Total Expense	Tual Events	(1,009,247)	(1,017,100)	(1,200,000)
Tourism Research 5-yr Tourism Strategic Plan Total Admin/Other (39,948) (99				
5-yr Tourism Strategic Plan Total Admin/Other (99,948) (99,942) (10 TOTAL EXPENSES (14,423,774) (15,479,517) (20,31) CURRENT YEAR UNSPENT (moves to carryover at year end) \$4,432,598 \$3,466,843 \$ CARRYOVER BALANCE: Beginning Balance \$9,245,189 \$9,787,519 \$10,43 Additions Current year unspent carryover (from above) 4,432,598 3,466,843 Uses (239,982) 300,000 63 Trolley Expenses (239,982) (300,000) 63 Hospitality Trolley Marketing (30,000) 2 6 Desert Discovery Phase III (Council approved 4-2012) 1 7 7 Tourism Strategic Plan (Council approved 4-1-13) (104,936) (200,863) (31 Tourism Strategic Plan (Council approved 4-1-13) (400,000) 2 7 Trolley Expenses (380,000) 2 7 Trolley Expenses (approved 10-1-1-16) (300,000) 3 <	·			(310,000)
Total Admin/Other (310,017) (439,303) (50) TOTAL EXPENSES (14,423,774) (15,479,517) (20,31) CURRENT YEAR UNSPENT (moves to carryover at year end) (15,479,517) (20,31) CARRYOVER BALANCE: Beginning Balance				(90,000) (100,000)
TOTAL EXPENSES CURRENT YEAR UNSPENT (moves to carryover at year end) CARRYOVER BALANCE: Beginning Balance Additions Current year unspent carryover (from above) Uses Trolley Expenses Trolley Expenses Hospitality Trolley Marketing Desert Discovery Phase III (Council approved 4-2012) Tourism Strategic Plan (Council approved 4-2012) Tourism Strategic Plan (Council approved 4-8-14) Museum of the West Construction (Council approved 4-8-14) TPC construction (Council approved 4-8-14) TNEC construction (Council approved 4-8-14) Museum of the West SalleryNarketing Project (Council approved 2/23/16) Hospitality Trolley Marketing (65,000) TNEC approved 4-8-14) TNEC approved 4-8-14) TNEC approved 4-8-14) Museum of the West SalleryNarketing Project (Council approved 4-8-14) TNEC approved 4-8-14) Museum of the West SalleryNarketing Project (Council approved 2/23/16) Fiesta Bowl Rugby Event (council approved 10/11/16) - 0	· · · · · · · · · · · · · · · · · · ·		. 	(500,000)
CURRENT YEAR UNSPENT (moves to carryover at year end) \$ 4,432,598 \$ 3,466,843 \$ CARRYOVER BALANCE: Beginning Balance \$ 9,245,189 \$ 9,787,519 \$ 10,43 Additions Current year unspent carryover (from above) 4,432,598 3,466,843 \$ 10,43 Uses Current year unspent carryover (from above) 4,432,598 3,466,843 \$ 10,43 Uses (239,082) (30,000) 6,30 7,30	Total Admini Other	(310,017)	(+33,303)	(300,000)
CARRYOVER BALANCE: Beginning Balance Additions Current year unspent carryover (from above) Uses Trolley Expenses Trolley Expenses Hospitality Trolley Marketing Desert Discovery Phase III (Council approved 4-2012) Tourism Strategic Plan (Council approved 5-14-13) Tourism Strategic Plan (Council approved 10-10-16) Museum of the West construction (Council approved 4-8-14) TPC construction (Council approved 4-8-14) TNEC art project (Council approved 4-8-14) Museum of the West Construction (Council approved 4-2014) TNEC construction (Council approved 4-8-14) Museum of the West Styr donation match (up to \$400k/year thru FY17/18) Museum of the West Gallery/Marketing Project (Council approved 2/23/16) Filesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding DDC Business Plan & Feasibility Study (council approved 3/15/16) ESPN FanFest Scottsdale (Council approved 6-3-14) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) Downtown Event Activation (Council approved 6-7-16) Ambient Lighting (Council approved 6-7-16) Ambient Lighting (Council approved 6-7-16) Thunderbird Veterans Memorial (council approved 111-28-16 – no action taken) Thunderbird Veterans Memorial (council approved 111-28-17 – no action taken) Thunderbird Veterans Memorial (council approved 111-28-17 – no action taken) Thunderbird Veterans Memorial (council approved 111-28-17)	TOTAL EXPENSES	(14,423,774)	(15,479,517)	(20,318,176)
Beginning Balance	CURRENT YEAR UNSPENT (moves to carryover at year end)	\$ 4,432,598	\$ 3,466,843	\$ -
Reginning Balance				
Additions			A 0.707.540	
Current year unspent carryover (from above) 4,432,598 3,466,843 Uses Trolley Expenses (239,082) (300,000) (30 Hospitality Trolley Marketing (30,000) - - Desert Discovery Phase III (Council approved 4-2012) - - - Tourism Strategic Plan (Council approved 5-14-13) (104,936) (200,863) (31 Tourism Strategic Plan (Council approved 10-10-16) (400,000) - - Museum of the West construction (Council approved 4-8-14) (400,000) - - TPC construction (Council approved during FY14/15 budget process) (315,000) - - TNEC art project (Council approved 10-7-14) (1,115,000) - - TNEC and project (Council approved 4-8-14) (380,000) - - Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) (766,250) (399,979) (80 Museum of the West Gallery/Marketing Project (Council approved 21/23/16) (65 (65 (65 (60 (73,616) (60 Eises Bowli Rugby Event (council approved of -3-14) (60 (65		\$ 9,245,189	\$ 9,787,519	\$ 10,433,004
Trolley Expenses	Current year unspent carryover (from above)	4,432,598	3,466,843	
Hospitality Trolley Marketing		(220,002)	(200,000)	(200,000)
Desert Discovery Phase III (Council approved 4-2012) Tourism Strategic Plan (Council approved 5-14-13) (104,936) (200,863) (31) Tourism Strategic Plan (Council approved 10-10-16) (74) Museum of the West construction (Council approved 4-8-14) (400,000) - TPC construction (Council approved during FY14/15 budget process) (315,000) - TNEC construction (Council approved 10-7-14) (1,115,000) - TNEC art project (Council approved 4-8-14) (380,000) - TNEC art project (Council approved 4-8-14) (380,000) - Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) (766,250) (399,979) (80) Museum of the West Gallery/Marketing Project (Council approved 2/23/16) (50) Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding (65,000) (73,616) (50) DDC Business Plan & Feasibility Study (council approved 01/11/16) (1,696,900) (1,696,900) (2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16) (60) ESPN FanFest Scottsdale (Council approved 6-3-14) (475,000) - Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) (2,60) Downtown Event Activation (Council approved 6-7-16) (50) MestWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken) (51) Thunderbird Veterans Memorial (council approved 1/24/17)	, ,			(300,000)
Tourism Strategic Plan (Council approved 5-14-13) (20,863) (31) Tourism Strategic Plan (Council approved 10-10-16) (74) Museum of the West construction (Council approved 4-8-14) (400,000) - 1 TPC construction (Council approved during FY14/15 budget process) (315,000) - 2 TNEC construction (Council approved 10-7-14) (1,115,000) - 3 TNEC art project (Council approved 4-8-14) (380,000) - 3 TNEC art project (Council approved 4-8-14) (380,000) - 3 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) (766,250) (399,979) (80) Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) (766,250) (399,979) (80) Fiesta Bowl Rugby Event (council approved 2/23/16) (50) Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding (65,000) (73,616) (73,	· · · · ·	(30,000)	_	-
Museum of the West construction (Council approved 4-8-14) (400,000) - TPC construction (Council approved duning FY14/15 budget process) (315,000) - TNEC construction (Council approved 10-7-14) (1,115,000) - TNEC art project (Council approved 4-8-14) (380,000) - Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) (766,250) (399,979) (80 Museum of the West Gallery/Marketing Project (Council approved 2/23/16) (65,000) (73,616) Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding (65,000) (73,616) DDC Business Plan & Feasibility Study (council approved 01/11/16) (1,696,900) (6 ESPN FanFest Scottsdale (Council approved 6-3-14) (475,000) - Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) (2,60 Downtown Event Activation (Council approved 6-7-16) (30 Ambient Lighting (Council approved 6-7-16) (52 WestWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken) (15 Thunderbird Veterans Memorial (council approved 1/24/17) (41		(104,936)	(200,863)	(319,201)
TPC construction (Council approved during FY14/15 budget process) (315,000) - TNEC construction (Council approved 10-7-14) (1,115,000) - TNEC art project (Council approved 4-8-14) (380,000) - Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) (766,250) (399,979) (80 Museum of the West Gallery/Marketing Project (Council approved 2/23/16) (50 Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding (65,000) (73,616) DDC Business Plan & Feasibility Study (council approved 01/11/16) (1,696,900) (41,696,900) 2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16) (475,000) - ESPN FanFest Scottsdale (Council approved 6-3-14) (475,000) - Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) (475,000) - Downtown Event Activation (Council approved 6-7-16) (30 Ambient Lighting (Council approved 6-7-16) (50 WestWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken) (15 Thunderbird Veterans Memorial (council approved 1/24/17) (41	Tourism Strategic Plan (Council approved 10-10-16)	, ,	, , ,	(745,000)
TNEC construction (Council approved 10-7-14) TNEC art project (Council approved 4-8-14) Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Museum of the West Gallery/Marketing Project (Council approved 2/23/16) Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding DDC Business Plan & Feasibility Study (council approved 01/11/16) 2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16) ESPN FanFest Scottsdale (Council approved 6-3-14) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) Downtown Event Activation (Council approved 6-7-16) Ambient Lighting (Council approved 6-7-16) WestWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken) Thunderbird Veterans Memorial (council approved 1/24/17) (1,115,000) - (380,000) (65,000) (73,616) (1,696,900) (475,000) - (475,000) - (2,60 (30) (30) Ambient Lighting (Council approved 6-7-16) (52) WestWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken)				
TNEC art project (Council approved 4-8-14) Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Museum of the West Gallery/Marketing Project (Council approved 2/23/16) Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding DDC Business Plan & Feasibility Study (council approved 01/11/16) 2017 & 2018 NCHA Western National Championship Bild (council approved 3/15/16) ESPN FanFest Scottsdale (Council approved 6-3-14) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) Downtown Event Activation (Council approved 6-7-16) Ambient Lighting (Council approved 6-7-16) WestWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken) Thunderbird Veterans Memorial (council approved 1/24/17) (830,000) (766,250) (65,000) (73,616) (1696,900) (475,000) (475,000) (475,000) (2,60 (30 30 30 30 40 40 41 41 41				-
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) (766,250) (399,979) (80 Museum of the West Gallery/Marketing Project (Council approved 2/23/16) (50 Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding (65,000) (73,616) (73,616) DDC Business Plan & Feasibility Study (council approved 01/11/16) (1,696,900) (1,6				-
Museum of the West Gallery/Marketing Project (Council approved 2/23/16) Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding DDC Business Plan & Feasibility Study (council approved 01/11/16) (1,696,900) 2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16) (6 ESPN FanFest Scottsdale (Council approved 6-3-14) (475,000) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) (2,60 Downtown Event Activation (Council approved 6-7-16) (30 Ambient Lighting (Council approved 6-7-16) (52 WestWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken) (15 Thunderbird Veterans Memorial (council approved 1/24/17) (41				. (800,000)
Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding (65,000) (73,616) (1,696,900		(100,∠00)	(388,879)	(800,000) (500,000)
DDC Business Plan & Feasibility Study (council approved 01/11/16) (1,696,900) 2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16) (6 ESPN FanFest Scottsdale (Council approved 6-3-14) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) Downtown Event Activation (Council approved 6-7-16) (30 Ambient Lighting (Council approved 6-7-16) (52 WestWorld Municipal Use Site Plan (goes to council 11-28-16 no action taken) Thunderbird Veterans Memorial (council approved 1/24/17) (41		(65,000)	(73,616)	(000,000)
ESPN FanFest Scottsdale (Council approved 6-3-14) (475,000) - Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) (2,60 Downtown Event Activation (Council approved 6-7-16) (30 Ambient Lighting (Council approved 6-7-16) (52 WesttWorld Municipal Use Site Plan (goes to council 11-28-16 - no action taken) (15 Thunderbird Veterans Memorial (council approved 1/24/17) (41		,/		-
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016council has not taken action) Downtown Event Activation (Council approved 6-7-16) Ambient Lighting (Council approved 6-7-16) WestWorld Municipal Use Site Plan (goes to council 11-28-16 no action taken) Thunderbird Veterans Memorial (council approved 1/24/17) (41	2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16)			(60,000)
Downtown Event Activation (Council approved 6-7-16) Ambient Lighting (Council approved 6-7-16) WestWorld Municipal Use Site Plan (goes to council 11-28-16 no action taken) Thunderbird Veterans Memorial (council approved 1/24/17) (30 (52 WestWorld Municipal Use Site Plan (goes to council 11-28-16 no action taken) (15 Thunderbird Veterans Memorial (council approved 1/24/17)		(475,000)	-	
Ambient Lighting (Council approved 6-7-16) WestWorld Municipal Use Site Plan (goes to council 11-28-16 no action taken) Thunderbird Veterans Memorial (council approved 1/24/17) (41				(2,600,000)
WestWorld Municipal Use Site Plan (goes to council 11-28-16 no action taken) Thunderbird Veterans Memorial (council approved 1/24/17) (41				(300,000) (520,000)
Thunderbird Veterans Memorial (council approved 1/24/17) (41				(150,000)
				(412,500)
	Civic Center Mall Design Review Plan		(150,000)	
Ending Balance *\$366,250 of the Museum Match in FY14/15 is related to matches from the FY13/14 time period but will be paid in FY14/15.	y	\$ 9,787,519	\$ 10,433,004	\$ 3,726,303



Item 11d

United Kingdom

Blue Fin Building 110 Southwark Street London SE1 0TA Phone: +44 (0)20 7922 1930

Fax: +44 (0)20 7922 1931

www.strglobal.com

United States

735 East Main Street Hendersonville TN 37075 Phone: +1 (615) 824 8664

Fax: +1 (615) 824 3848

al.com www.str.com

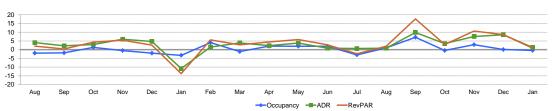
City of Scottsdale, AZ

For the Month of January 2017			Date Created: Feb 16, 2017
Table of Contents Trend Scottsdale AZ+ Response Scottsdale AZ+ Seg Trend Scottsdale AZ+ Seg Trend Raw Scottsdale AZ+ Seg Response Scottsdale AZ+ Trend Scottsdale Downtown+ Response Scottsdale Downtown+ Help	Tab 1 2 3 4 5 6 7 8		

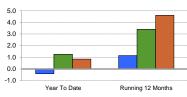
City of Scottsdale, AZ

For the Month of January 2017

Monthly Percent Change



Overall Percent Change



■Occupancy ■ADR ■RevPAR

Occupancy (%)			2015								2	016						2017		Year To Date			Running 12 Mont	hs
Occupancy (%)	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	53.6	58.0	70.4	68.6	56.8	70.6	84.7	89.3	78.8	68.0	59.7	52.5	54.2	62.1	70.0	70.6	56.8	70.3	73.0	70.6	70.3	66.7	67.2	67.9
Last Year	54.7	59.0	69.5	68.9	58.0	73.0	81.4	90.3	77.2	66.7	58.5	54.1	53.6	58.0	70.4	68.6	56.8	70.6	69.7	73.0	70.6	64.5	66.7	67.2
Percent Change	-2.0	-1.8	1.3	-0.5	-2.0	-3.2	4.0	-1.1	2.0	1.9	2.0	-3.0	1.1	7.1	-0.5	2.9	0.1	-0.4	4.7	-3.2	-0.4	3.5	0.6	1.2
-																								
ADR			2015								2	016						2017		Year To Date			Running 12 Mont	hs
ADK	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	104.14	143.73	181.84	177.54	157.84	219.41	240.47	266.41	211.24	165.51	118.66	109.35	105.03	157.86	188.12	190.92	171.32	222.18	246.01	219.41	222.18	172.44	179.86	185.97
Last Year	100.10	140.60	176.58	167.54	150.78	246.01	236.89	256.40	206.47	159.51	117.72	108.66	104.14	143.73	181.84	177.54	157.84	219.41	189.62	246.01	219.41	159.31	172.44	179.86
Percent Change	4.0	2.2	3.0	6.0	4.7	-10.8	1.5	3.9	2.3	3.8	0.8	0.6	0.9	9.8	3.5	7.5	8.5	1.3	29.7	-10.8	1.3	8.2	4.3	3.4
RevPAR			2015								2	016						2017		Year To Date			Running 12 Mont	hs
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	55.86	83.31	127.96	121.78	89.66	154.88	203.70	237.81	166.40	112.54	70.81	57.41	56.94	98.01	131.75	134.71	97.38	156.20	179.48	154.88	156.20	115.05	120.78	126.32
Last Year	54.78	83.02	122.71	115.50	87.40	179.48	192.91	231.47	159.40	106.40	68.90	58.80	55.86	83.31	127.96	121.78	89.66	154.88	132.08	179.48	154.88	102.72	115.05	120.78
Percent Change	2.0	0.3	4.3	5.4	2.6	-13.7	5.6	2.7	4.4	5.8	2.8	-2.4	1.9	17.6	3.0	10.6	8.6	0.9	35.9	-13.7	0.9	12.0	5.0	4.6
Supply			2015								2	016						2017		Year To Date			Running 12 Mont	hs
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	376,247	373,890	386,353	370,770	383,129	383,129	346,052	383,129	371,790	387,438	374,940	387,469	383,098	370,740	383,315	370,950	383,315	383,377	386,539	383,129	383,377	4,552,281	4,519,690	4,525,613
Last Year	386,849	374,370	386,074	373,620	386,074	386,539	349,132	386,446	373,980	386,477	373,890	376,247	376,247	373,890	386,353	370,770	383,129	383,129	386,911	386,539	383,129	4,541,496	4,552,281	4,519,690
Percent Change	-2.7	-0.1	0.1	-0.8	-0.8	-0.9	-0.9	-0.9	-0.6	0.2	0.3	3.0	1.8	-0.8	-0.8	0.0	0.0	0.1	-0.1	-0.9	0.1	0.2	-0.7	0.1
Demand		_	2015									016		_			_	2017		Year To Date			Running 12 Mont	
T1: 14	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	201,831	216,725	271,888	254,311	217,634	270,453	293,130	342,002	292,867	263,453	223,739	203,419	207,673	230,185	268,456	261,725	217,873	269,529	282,006	270,453	269,529	3,037,166	3,035,004	3,074,051
Last Year	211,690	221,060	268,287	257,556	223,794	282,006	284,312	348,870	288,726	257,799	218,842	203,613	201,831	216,725	271,888	254,311	217,634	270,453	269,511	282,006	270,453	2,928,093	3,037,166	3,035,004
Percent Change	-4.7	-2.0	1.3	-1.3	-2.8	-4.1	3.1	-2.0	1.4	2.2	2.2	-0.1	2.9	6.2	-1.3	2.9	0.1	-0.3	4.6	-4.1	-0.3	3.7	-0.1	1.3
																		2017						
Revenue		_	2015		Dec		Feb					016		Sep			_	2017	2015	Year To Date	2017	2015	Running 12 Mont 2016	hs 2017
This Year	Aug 21.018.907	Sep 31.148.977	Oct 49.439.396	Nov 45.150.788	34.351.800	Jan 59.340.273	70.490.340	Mar 91.111.856	Apr 61.865.067	May 43.603.088	Jun 26.549.929	Jul 22.243.699	Aug 21.812.728	36.336.318	Oct 50.502.109	Nov 49.969.233	Dec 37,326,191	Jan 59,885,275	69.376.013	2016 59,340,273	59,885,275	523,735,936	545.869.790	571,695,833
Last Year	21,018,907	31,148,977	49,439,396	43,152,041	34,351,800	69,376,013	67.351.323	89,449,798	59,611,964	43,603,088	25,761,355	22,243,699	21,812,728	31,148,977	49,439,396	49,969,233	34,351,800	59,885,275	51,105,047	69,376,013	59,885,275	466,483,954	523,735,936	5/1,695,833
Percent Change		0.2	47,374,494	43,132,041	1.8	-14.5	4.7	1.9	3.8	6.0	3.1	0.5	3.8	16.7	2.1	10.7	8.7	0.9	35.8	-14.5	0.9	12.3	4.2	4.7
reiceili change	-0.0	U.Z	4.4	4.0	1.0	-14.5	4.7	1.9	3.0	0.0	3.1	0.0	3.0	10.7	2.1	10.7	0.1	0.9	33.0	- 14.5	0.8	12.3	4.2	4./
			2015			1					2	016						2017						
Census %	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan						
Census Props	60	61	61	61	61	61	61	61	61	61	61	61	60 60	60	60	60	60	60						
Census Rooms	12137	12463	12463	12359	12359	12359	12359	12359	12393	12498	12498	12499	12358	12358	12365	12365	12365	12367						

A blank row indicates insufficient data.

97.2

97.3

96.3

97.2

97.2

97.2

97.2

97.2

97.3

97.3

97.3

% Rooms Participants

Source 2017 STR, Inc.

95.3

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd. (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. (s prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

96.2

97.2

97.2

97.3

97.3

97.3

Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2017

					Onen		Chain	2015								2016	0							20	17		4		_	_	-	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	- _M	١, ١,		١.١	, ,	0 1	N D	١.١.	F М	۸,		١.١	, ,	6		╮ .	F					s	ام	N
	Inbound Collection Royal Palms Resort & Spa	Phoenix, AZ	85018	Jul 2016	Jun 1948	119	V	JF	IVI	AI	VI J	J	A 5	0 1	ND	J	F IVI	AI	VI J	J	A 3	5 0	NI	J	FI	VI A	IVI	J	JA	3	0	N
	vard Scottsdale Salt River	Scottsdale, AZ	85250	Apr 2012	Apr 2012	158	1																						+			
	eTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378																							+			
	ssy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Υ																						-			
	Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y		•											•		•							+			
	cottsdale Inn	Scottsdale, AZ	85250	Oct 2016	Dec 1970	215	Y																						+			
32665 aloft S		Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	· ·							•		•													-			
	Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54																							-			
	d - Travelodge Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1972	0	V											•		-	•	Ť	•	-								
	ort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60																										
	vard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180																							-			
	ded Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121																							-			
	Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199																										
	av Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Υ																									
7555 Hotel		Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Ý																									
	rd Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Ý																									
	House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164	- '																						-			
	Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Υ																						-			
	y Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y																						+			
	ott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243																										
6251 Motel		Scottsdale, AZ	85251	May 1967	May 1967	122																										
	way Inn Old Town Scottsdale	Scottsdale, AZ	85251	Nov 2015	Jun 1979	21	Υ		-	•																			-			
	aquaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y													•		•		-					+			
	cott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204	1															•										
57164 W Hot		Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	V		•											•		•							+			
	d - Hampton Inn Phoenix Scottsdale @ Shea Boulev		85253	Aug 2016	Jan 1995	230	Y													•	•	•	•	•								
	wood Suites Phoenix Scottsdale	Scottsdale, AZ	85253	Aug 1997	Aug 1997	114	1		•																				+			
	arriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453																							-			
	nium The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	V		•											•		•							+			
	Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293	1															•										
	ence Inn Scottsdale Paradise Valley	Scottsdale, AZ	85253	Jan 1991	Jan 1991	122																							-			
	uary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Υ																						-			
11337 The H		Paradise Valley, AZ	85253	Nov 2009	Jun 1930	30	Y																						-			
	cottsdale Plaza Resort	Scottsdale, AZ	85253	Mar 1990	Jun 1972	404																							-			
	ded Stav America Phoenix Scottsdale	Scottsdale, AZ	85254	Feb 2013	Sep 1997	106			•											•		•							+			
	ded Stay America Phoenix Scottsdale ded Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120																							-			
	Inn @ North Scottsdale Road	Scottsdale, AZ	85254	Dec 1997	Dec 1997	107																							-			
	n Kierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732																							-			
	ont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	V																						-			
	Garden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122																										
	ence Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120																							-			
	oton Inn Suites Scottsdale Riverwalk	Scottsdale, AZ	85256	Feb 2012	Feb 2012	101																							-			
	g Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Υ																									
	ns Scottsdale Hotel	Scottsdale, AZ	85257	Mar 2006	Jun 1978	130	Ý											•			•		•									
	tality Suite Resort	Scottsdale, AZ	85257	Jun 1978	Jun 1978	210																										
	uson Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58																										
	Inn & Suites Scottsdale North	Scottsdale, AZ	85258	Dec 2012	Jun 1984	100	V																									
37574 Gaine		Scottsdale, AZ	85258	Jan 1999	Jan 1999	162																										
	ay Inn Express Scottsdale North	Scottsdale, AZ	85258	Jan 2011	Jan 1996	122	V																									
	Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Ý																									
	cottsdale Resort @ McCormick Ranch	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Ý																									
	yard Scottsdale @ Mayo Clinic	Scottsdale, AZ	85259	Jan 1989	Jan 1989	124	•																									
	Western Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120																										
	try Inn & Suites Scottsdale	Scottsdale, AZ	85260	Dec 1995	Dec 1995	162																										
	av Inn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 1993	Dec 1993	117																										
	inta Inns & Suites Phoenix Scottsdale	Scottsdale, AZ	85260	Dec 2014 Dec 1996	Dec 2004 Dec 1996	140																										
	ott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	V																	-								
	ePlace Suites Scottsdale	Scottsdale, AZ	85260	Feb 2000	Feb 2000	130	Y																									
	Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210	ī													-				-								
	pa Resort & Conference Center	Fort McDowell, AZ	85264	Oct 2014	Dec 1999 Dec 2005	210								0 0										•								
	ree Resort & Conference Center	Carefree. AZ	85264	Sep 1996	Jun 1963	246	V	0 0	0	0 0	0	0	0	0 0	, 0	0 0	0	0 0	, 0	0	0 0	0	0 0						-			
	Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1963 Jun 1985	160	T							•							•	•		-								
	Collection boulders Resort & Spa	Carefree, AZ	00311	rties:	Jun 1985 62			• •	1.	•		• '	• •	• •	• • ?	• •	•	•	, •		- •		-							1		!

A blank row indicates insufficient data. Source 2017 STR, Inc.

 [•] Monthly and daily data received by STR
 • No data received by STR
 Blank - No data received by STR
 Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2017

					2015	2016	2017
				Open	Chg in		
STR Code	Name of Establishment	City & State	Zip Code Aff Date	Date	Rooms Rms J F N	I A M J J A S O N D J F M	A M J J A S O N D J F M A M J J A S O N D

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

2017

Jan

39.6

29.3

0.1

69.0

221.66

226.48

110.92 223.49

87.81

66.27

This Year Percent Change (%) Occupancy (%) ADR RevPAR Occupancy (%) **ADR (%)** RevPAR (%) Current Trans. Grp. Con. Total Trans Grp. Con. Total Month 2015 Aug 45.2 13.4 0.1 58.6 123.96 106.61 78.39 119.95 55.97 14.28 0.04 70.29 3.3 -16.1 15.1 -1.9 2.6 8.7 -49.5 4.5 6.0 -8.8 -41.9 2.6 -29.8 Sep 36.3 23.3 0.0 59.7 167.16 182.43 93.14 173.09 60.68 42.57 0.03 103.29 13.9 -19.4 -2.0 2.9 4.6 -36.7 2.9 17.2 -15.8 -55.6 0.9 71.2 211.32 238.15 Oct 35.8 35.4 0.0 75.77 224.60 75.64 84.33 0.02 159.99 -0.8 0.0 -17.0 -0.4 2.4 6.2 -41.8 1.6 6.2 -51.7 4.0 4.4 32.0 70.6 215.93 220.47 84.01 217.87 70.53 153.84 6.7 -10.4 Nov 38.6 0.1 83.25 0.06 -6.6 11.5 -1.1 0.8 5.5 6.3 -0.417.6 -11.4 7.1 Dec 39.5 18.3 0.2 58.0 199.70 183.94 86.83 194.38 78.88 33.67 0.15 112.70 -4.1 -1.9 0.0 -3.44.0 5.5 -6.0 4.4 -0.3 3.4 -6.1 0.8 2016 Jan 32.9 39.2 0.0 72.1 275.90 253.18 0.00 263.43 90.81 99.25 0.00 190.06 8.9 -13.4 -37.8 -13.5 -100.0 -9.3 -100.0 -13.3-4.5 -4.1 4.5 -25.0 Feb 39.3 47.1 282.41 84.67 132.93 252.09 -3.0 8.7 3.2 -21.0 0.0 86.4 302.86 291.64 119.13 0.03 3.1 6.0 -1.3 2.0 2.8 7.3 -18.4 5.1 Mar 57.8 32.0 0.4 90.3 338.77 294.81 194.90 322.52 195.91 94.36 0.81 291.08 6.3 -12.8 269.8 -1.1 1.8 4.8 121.5 3.5 8.2 -8.6 719.1 2.4 Apr 40.6 39.2 0.1 79.9 264.72 259.95 67.40 262.24 107.52 101.93 0.04 209.49 -9.2 7.6 -28.1 -1.7 3.0 3.6 -22.6 3.2 -6.5 11.5 -44.4 1.5 May 40.4 28.8 0.1 69.2 196.74 210.95 73.15 202.56 79.43 60.73 0.04 140.20 0.1 -4.95.2 -2.15.6 5.6 -8.6 5.5 5.7 0.4 -3.9 3.3 39.4 22.5 0.1 62.0 138.90 137.53 79.30 138.35 54.78 30.89 0.05 85.72 3.3 -5.7 103.2 -0.1 -0.1 3.9 -5.0 3.2 -2.0 93.1 1.2 Jun 1.4 Jul 39.3 15.5 0.0 54.8 132.20 115.70 78.96 127.49 51.90 17.98 0.03 69.91 -7.6 -7.3 0.6 -7.5 -0.1 3.5 2.8 0.8 -7.7 -4.1 3.5 -6.8 Aug 40.4 14.9 0.0 55.4 124.69 107.34 84.22 119.98 50.38 16.03 0.03 66.44 -10.5 11.5 -31.3 -5.5 0.6 0.7 7.4 0.0 -10.0 12.3 -26.1 -5.5 28.2 62.9 185.84 200.32 86.04 192.28 56.51 120.86 20.9 14.9 9.8 32.8 17.0 Sep 34.6 0.0 64.32 0.03 -4.75.3 11.2 -7.6 11.1 6.0 6.1 Oct 232.98 81.54 0.02 160.38 -3.5 -19.9 34.5 35.0 0.0 69.6 228.24 71.02 230.57 78.82 -1.2 -2.48.0 -2.2 -6.3 2.7 4.2 -3.3 -24.90.2 8.6 Nov 39.0 33.0 72.1 231.89 228.44 87.74 230.11 90.45 75.28 0.09 165.82 1.2 3.0 57.4 2.1 7.4 3.6 4.4 5.6 64.4 0.1 6.7 7.8 Dec 40.8 16.8 0.2 57.7 219.28 184.73 79.03 208.81 89.37 30.95 0.14 120.46 3.2 -8.5 3.1 -0.59.8 0.4 -9.0 7.4 13.3 -8.1 -6.2 6.9 2017 Jan 29.6 40.9 0.5 71.1 264.67 259.30 82.48 260.26 78.46 106.07 0.42 184.96 -9.9 4.3 1384.2 -4.1 2.4 0.0 -13.6 0.0 -2.7 Percent Change (%) Year To Date 132.36 2015 Jan 30.2 45.2 0.1 75.5 287.72 292.53 99.01 290.47 86.93 0.06 219.34 -8.5 17.8 -25.0 5.6 30.2 28.8 -20.2 29.5 19.1 51.7 -40.236.8 -25.0 2016 Jan 32.9 39.2 0.0 72.1 275.90 253.18 0.00 263.43 90.81 99.25 0.00 190.06 8.9 -13.4-37.8 -4.5 -4.1 -13.5 -100.0 -9.3 -100.0 -13.34.5 2017 Jan 29.6 40.9 0.5 71.1 264.67 259.30 82.48 260.26 78.46 106.07 0.42 184.96 -9.9 4.3 1384.2 -1.5 -4.1 2.4 0.0 -1.2 -13.6 6.9 0.0 -2.7 **Running 12 Month** Percent Change (%) 2015 Jan 39.8 29.4 0.1 69.2 201.31 214.45 116.06 206.80 80.03 63.06 0.09 143.17 3.1 5.3 -85.8 3.3 9.8 5.2 -27.3 7.9 10.8 -89.7 11.5 13.2 2016 Jan 40.8 29.1 0.1 69.9 213.28 221.66 81.60 86.93 64.44 0.05 151.42 2.5 -1.1 -19.91.0 5.9 3.4 -29.7 4.8 8.6 2.2 -43.75.8 216.65

Currency: USD - US Dollar

A blank row indicates insufficient data.

0.14

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

154.23

-2.8

0.6

113.5

-1.3

3.9

2.2

35.9

3.2

1.0

2.8

190.1

1.9

						This Year									Last Year				
		Supply		Dema	and			Reve	nue		Supply		Dema	nd			Reve	nue	
Currer Monti		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Aug	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540	212,288	92,797	33,885	96	126,778	11,210,422	3,323,588	14,946	14,548,956
	Sep	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169	205,440	65,458	59,501	103	125,062	10,636,770	10,381,626	15,153	21,033,549
	Oct	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975	211,513	76,289	74,923	80	151,292	15,741,636	16,796,634	10,407	32,548,677
ı	Nov	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268	204,690	84,538	58,719	136	143,393	17,107,053	12,273,930	12,751	29,393,734
ı	Dec	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803	211,513	87,150	39,471	367	126,988	16,732,790	6,884,550	33,910	23,651,250
2016	Jan	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
1	Feb	187,460	73,739	88,237	62	162,038	22,332,440	24,918,897	5,232	47,256,569	191,044	77,451	82,711	61	160,223	22,131,621	23,663,539	6,534	45,801,694
1	Mar	207,545	120,023	66,430	860	187,313	40,660,087	19,584,303	167,611	60,412,001	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,113	80,240	114	163,467	22,002,032	20,858,548	7,703	42,868,283	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
ı	May	214,706	86,687	61,811	111	148,609	17,054,638	13,038,999	8,120	30,101,757	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,381,521	6,418,162	10,309	17,809,992	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,307	33,361	73	117,741	11,145,575	3,859,972	5,764	15,011,311	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
,	Aug	214,737	86,769	32,069	77	118,915	10,818,891	3,442,151	6,485	14,267,527	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,366,150	11,743,562	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,926,445	17,508,893	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
ı	Nov	207,810	81,058	68,480	215	149,753	18,796,509	15,643,712	18,864	34,459,085	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,190,762	6,646,847	30,346	25,867,955	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137
Year To		:																	
	Jan	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338	212,288	70,119	81,515	158	151,792	15,493,469	18,520,626	19,597	34,033,692
2016	Jan	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137
Running	a 12 l	Month																	
			992 400	734 032	1 900	1 728 332	#########	########	220 568	#########	2 484 003	957 500	693 528	13 201	1 664 319	#########	#########	2 121 470	
												·	,	•					#########
		, - ,		,	,	, ,			,			,	,	,	, -,			-,	#########
2015	Jan Jan Jan	2,496,445 2,457,979 2,511,488	992,400 1,001,773 994,910	734,032 714,625 734,920	1,900 1,499 3,270	, ,	#########	######### ############################	122,355	######### ############################	2,484,003 2,496,445 2,457,979	957,500 992,400 1,001,773	693,528 734,032 714,625	13,291 1,900 1,499	1,728,332	######################################	########	-,	######

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2017

								201	5							2	2016									201	17								
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		F М		м	. L	_	s	N	ь.	ı F	м	A .	۱. ا		Δ	s	N	D	.1	F	м	Δ .	л .i		Δ	s	0	N D
	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		B F		В	B F	3 B		3 B		ВЕ	<u> </u>	B	B B	_	В	-	3 B		В		•		11.	-	۳		Ť	_	1
	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Υ	BE		-	BE	B	- -	3 B		ВЕ		В	ВВ	B	В	B I	3 B		В										
	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	ВЕ	3 B	В	ВЕ	3 B	ВЕ	3 B	В	ВЕ	3 B	В	ВВ	В	В	В	3 B		В										
	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Υ	ВЕ	з В	В	ВЕ	з В	ВЕ	3	П				В	В	В	в	з В	В	В	В			т	т					т
	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	ВЕ	3 B	В	ВЕ	3 B	ВЕ	3 B	В	ВЕ	3 В	В	ВВ	В	В	В	3 B		В										
	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		ВЕ	з В	В	ВЕ	з В	ВЕ	з В	В	ВЕ	в В	В	вв	В	В	В	3 B	В	В	В			т	т					т
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Υ	ВЕ	3 B	В	ВЕ	3 B	ВЕ	3 B	В	ВЕ	3 B	В	ВВ	В	В	В	3 B	В	В	В									
	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Υ	s E	з В	В	ВЕ	з В	ВЕ	з В	В	ВЕ	3 B	В	вв	В	В	В	3 B	В	В	В		\Box	Т	Т			П		Т
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		ВЕ	В	В	ВЕ	3 B	BE	3 B	В	ВЕ	В	В	ВВ	В	В	В	3 B	В	В	В									
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Υ	ВЕ	3 В	В	ВЕ	3 В	ВЕ	з В	В	ВЕ	3 В	В	в в	В	В	В	3 B	В	В	В									
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		ВЕ	3 B	В	ВЕ	3 B	BE	3 B	В	ВЕ	В	В	ВВ	В	S	s s	ss	S	S	s									
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Υ	s E	3 B	В	ВЕ	3 B	BE	3 B	В	ВЕ	3 B	В	в в	В	В	В	3 B	В	В	В									
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		ВЕ	3 B	В	ВЕ	3 B	BE	3 B	В	BE	3 B	В	ВВ	В	В	В	3 B	В	В	В									
9105	Millennium The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Υ	s s	s	В	BE	3 B	BE	3 B	В	ВЕ	3 B	В	в в	В	В	В	3 B		В										
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		BE	3 B	В	BE	3 B	BE	3 B	В	ВЕ	В	В	ВВ	В	В	В	3 B	В	В	В									
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Υ	BE	3 B	В	ВЕ	3 B	BE	3 B	В	ВЕ	3 B	В	в в	В	В	В	3 B	В	В	В					'		.	.	
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	30	Υ	s E	3 B	s	s s	s	s s	ss	s	s s	s	s	s s	s	s	s l	3 B	В	В	В									
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Υ	BE	3 B	В	BE	3 B	BE	3 B	В	B E	3 B	В	в в	В	В	В	3 B	В	В	В									
35503	Springhill Suites Scottsdale North	Scottsdale, AZ	85255	Mar 1999	Feb 1998	121	Υ	s s	s	s	s s	s	S S	S	s	s s	s	S	s s	s	s	s s	ss	s	s	s									
	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Υ	BE	3 B	В	BE	3 B	BE	3 B	В	B E	3 B	В	в В	В	В	B	3 B		В	_									
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Υ	BE	3 B	В	BE	3 B	BE	3 B	В	BE	3 B	В	ВВ	В	В	В	3 B	В	В	В									
18806	The Scottsdale Resort @ McCormick Ranch	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Υ	BE	3 B	В	BE	3	E	3 B	В	B E	3 B	В	в В	В	В	B	3 B	В	В	В									
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Υ	BE	3 B	В	BE	3 B	BE	3 B	В	BE	3 B	В	ВВ	В	В	B	3 B	В	В	В									
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		s s		s	s s	s	s s	SS	s	s s	s	S	s s	s	s	s s	ss	s	s	s									
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377		Jun 1985	160		ВЕ						3 B					ВВ			В	3 B	В	В	В									
			Total Prope	erties:	25	6929		s -	Mon							, Gro	oup,	Cont	ract)	Onl	y														

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global, Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

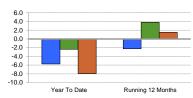
City of Scottsdale, AZ

For the Month of January 2017

Monthly Percent Change



Overall Percent Change



■Occupancy ■ADR ■RevPAR

Occupancy (%)			2015								2	016						2017		Year To Date			Running 12 Month	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	55.5	66.7	79.2	75.7	62.2	73.7	86.4	91.7	76.3	70.1	63.2	54.7	58.1	66.8	72.3	73.0	57.7	69.5	76.0	73.7	69.5	70.3	71.3	69.7
Last Year	56.6	65.6	76.8	73.5	61.7	76.0	85.0	92.2	80.2	69.2	61.6	55.0	55.5	66.7	79.2	75.7	62.2	73.7	72.3	76.0	73.7	68.2	70.3	71.3
Percent Change	-1.9	1.7	3.1	3.0	0.7	-3.0	1.6	-0.5	-4.8	1.2	2.6	-0.6	4.6	0.2	-8.8	-3.6	-7.3	-5.7	5.1	-3.0	-5.7	3.1	1.4	-2.2
			2015								1	016						2017		Year To Date			Running 12 Month	
ADR	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	90.63	117.96	142.40	142.95	125.14	183.05	197.09	233.80	168.93	133.07	101.57	95.42	94.59	130.97	149.86	154.19	131.95	178.75	212.09	183.05	178.75	138.54	146.65	152.21
Last Year	86.89	110.52	135.24	129.90	116.50	212.09	193.66	221.12	157.17	129.25	100.32	91.44	90.63	117.96	142.40	142.95	125.14	183.05	148.89	212.09	183.05	125.05	138.54	146.65
Percent Change	4.3	6.7	5.3	129.90	7.4	-13.7	1.8	5.7	7.5	3.0	1.2	4.4	4.4	11.0	5.2	7.9	5.4	-2.3	42.4	-13.7	-2.3	10.8	5.9	3.8
rercent change	4.3	0.7	5.5	10.0	7.4	-13.7	1.0	5.7	7.5	3.0	1.2	4.4	4.4	11.0	5.2	7.9	5.4	-2.3	42.4	-13.7	-2.3	10.0	5.9	
DDAD			2015								2	016						2017		Year To Date			Running 12 Month	hs
RevPAR	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	50.34	78.66	112.82	108.27	77.81	134.94	170.20	214.43	128.93	93.26	64.15	52.19	54.97	87.49	108.30	112.55	76.08	124.23	161.20	134.94	124.23	97.40	104.50	106.04
Last Year	49.20	72.46	103.89	95.49	71.91	161.20	164.66	203.80	126.03	89.48	61.75	50.33	50.34	78.66	112.82	108.27	77.81	134.94	107.68	161.20	134.94	85.29	97.40	104.50
Percent Change	2.3	8.6	8.6	13.4	8.2	-16.3	3.4	5.2	2.3	4.2	3.9	3.7	9.2	11.2	-4.0	4.0	-2.2	-7.9	49.7	-16.3	-7.9	14.2	7.3	1.5
T Groom Gridingo	2.0	0.0	0.0	10.4	0.2	10.0	0.4	0.2	2.0	7.2	0.0	0.7	0.2	11.2	4.0	4.0		1.5	40.1	10.0	7.0	14.2	1.0	- 1.0
Supply			2015								2	016						2017		Year To Date			Running 12 Month	ns
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	71,052	68,760	71,052	65,010	67,177	67,177	60,676	67,177	68,790	71,083	68,790	71,083	71,083	68,790	71,083	68,790	71,083	71,083	71,021	67,177	71,083	836,215	824,991	829,511
Last Year	71,021	68,730	71,021	68,730	71,021	71,021	64,148	71,021	68,730	71,052	68,760	71,052	71,052	68,760	71,052	65,010	67,177	67,177	71,021	71,021	67,177	820,698	836,215	824,991
Percent Change	0.0	0.0	0.0	-5.4	-5.4	-5.4	-5.4	-5.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.8	5.8	5.8	0.0	-5.4	5.8	1.9	-1.3	0.5
Demand			2015		_							016		_				2017		Year To Date			Running 12 Month	
T1: 1/	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	39,461	45,852	56,291	49,238	41,770	49,519	52,399	61,612	52,500	49,818	43,448	38,878	41,312	45,953	51,369	50,215	40,986	49,402	53,980	49,519	49,402	587,907	587,871	577,892
Last Year	40,215	45,059	54,557	50,525	43,837	53,980	54,543	65,459	55,114	49,190	42,323	39,111	39,461	45,852	56,291	49,238	41,770	49,519	51,366	53,980	49,519	559,767	587,907	587,871
Percent Change	-1.9	1.8	3.2	-2.5	-4.7	-8.3	-3.9	-5.9	-4.7	1.3	2.7	-0.6	4.7	0.2	-8.7	2.0	-1.9	-0.2	5.1	-8.3	-0.2	5.0	0.0	-1.7
Davanua			2015								2	016						2017		Year To Date			Running 12 Month	hs
Revenue	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017
This Year	3.576.520	5.408.731	8,015,865	7.038.741	5.226.987	9.064.533	10.327.061	14.404.997	8.868.965	6.629.517	4,413,124	3,709,892	3,907,782	6,018,523	7.698.169	7,742,506	5,408,030	8.830.719	11,448,380	9.064.533	8.830.719	81,447,440	86,210,618	87,959,285
Last Year	3.494.170	4,980,125	7,378,321	6,563,362	5,106,913	11,448,380	10,562,905	14,474,081	8,662,356	6,357,885	4,245,786	3,576,228	3,576,520	5,408,731	8,015,865	7,038,741	5,226,987	9,064,533	7,647,855	11,448,380	9,064,533	69,996,638	81,447,440	86,210,618
Percent Change	2.4	8.6	8.6	7.2	2.4	-20.8	-2.2	-0.5	2.4	4.3	3.9	3.7	9.3	11.3	-4.0	10.0	3.5	-2.6	49.7	-20.8	-2.6	16.4	5.8	2.0
Census %			2015									016						2017						
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan						
Census Props	15	15	15	14	14	14	14	14	15	15	15	15	15	15	15	15	15	15						
Census Rooms	2292	2292	2292	2167	2167	2167	2167	2167	2293	2293	2293	2293	2293	2293	2293	2293	2293	2293						
% Rooms Participants	100.0	100.0	94.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd. (Reports containing only North American data) and STR Global Ltd. (s prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ

For the Month of January 2017

								2015							201	6							201	7					
					Open		Chg in		П	\top					\Box		П							\Box			Т		\top
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Date	Rooms	Rms	JF	M	A M] J ,	J A	S O	N I) J	FM	A	M ∣ J	J .	A ∣S	0 1	N D] J	F M	A M	i J	JA	ا s ا د	O N D
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Υ	• •	•	•	• •	•	•				0	•	•	•	•	•	•						
56174 I	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		• •																					
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		• •		•	• •	•	• •	•	• •	• •	•	• •	•	•	•	•	•						
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		• •		•	• •	•	• •			• •		• •		•	•	•	•						
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		• •	•	•		•	• •			• •		•	•	•		•	•						
38821 I	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		• •																					
34598 I	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Υ	• •		•	• •	•	• •	•	• •	• •	•	• •	•	•	•	•	•						
7555 I	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Υ	• •		•	• •	•	• •	•	• •	• •	•	•	•	•	•	•	•						
8073 I	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Υ	• •		•	• •	•	• •	•	• •	• •	•	• •	•	•	•	•	•						
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		• •		•	• •	•	• •			• •		• •		•	•	•	•						
34426 I	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Υ	• •		•	• •	•	• •	•	• •	• •	•	• •	•	•	•	•	•						
12031 I	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		• •		•	• •	•	• •	•	• •	• •	•	•	•	•	•	•	•						
6251 I	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		• •		•	• •	•	• •	•	• •	• •	•	• •	•	•	•	•	•						
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Υ	• •		•	• •	•	• •	•	• •	• •	•	•	•	•	•	•	•						
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Υ	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	•						
			Total Prope	rties:	15	2293		o - I	Month	ly da	ta rec	eivec	by S	TR															

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

 Monthly and daily data received by STR Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

Tab 9 - Help

All data is processed by STR using both the current and historical sampling of hotels.

For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.

Rooms sold under such allotments should be classified as transient.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.

It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.

The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.

Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.

Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as ((TY - LY) / LY) * 100.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)* "100"

Sub-Market

A geographic sub-area within a Market, Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Transient Rooms

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.

Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average



Tourism & Events Department 7506 E. Indian School Rd. Scottsdale, AZ 85251 480-312-4013 www.ScottsdaleAz.gov

To: David Scholefield, Chairperson

Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: March 21, 2017

Subject: City Tourism Research Program

The following outlines the city's tourism research program. The purpose of tourism research is to provide guidance as to where and how tourism development funds should be invested so as to maximize Scottsdale as a tourist destination and the city's return on investment.

Tourism research is one of the four components of Scottsdale's Tourism Development program. The city's tourism research program provides the city and its stakeholders an understanding of the interests and motivations of the Scottsdale visitor in order to plan, develop, and market an appealing product going forward.

Tourism research includes the following:

- Tracking Scottsdale hotel market trends (occupancy, room rate, new developments)
- Understanding the demographic profile, interests, and motivations of Scottsdale visitors
- Identifying future visitor needs and expectations to guide policies, strategies, and product development opportunities
- Estimating the economic impact of tourism events and venues within the City

Lodging Market Data

The City of Scottsdale currently contracts annually with Smith Travel Research (STR) to track hotel data in the Scottsdale market area. STR currently provides three types of reports on a monthly basis:

- Market Area Data
- Business Segmentation Report

Downtown Report

Staff has recently evaluated the STR property inventory set and will soon be providing a Scottsdale market area regional data report.

Visitor Related Research

The city's tourism and events department contracts with Longwoods International to conduct the Travel USA report. The study provides an annual overview of the Scottsdale tourism domestic market and is conducted using a cross section of 500,000 panel members which provides national travel data analysis and how it relates to the Scottsdale destination. The primary objectives of the report is to determine travel patterns, characteristics, spending and trip activities of Scottsdale leisure and business visitors. Typically the report is available in June.

Research Projects

The Tourism Development program periodically conducts projects ranging from strategic plan development to researching a specific segment of Scottsdale's tourism market.

One example, the tourism strategic plan is conducted periodically to effectively understand the continually evolving tourism market and to provide a framework to guide future tourism development programs. The Tourism Development Strategic Plan is required by ordinance

In addition to the strategic plan, third-party resources can be and have been used for various research projects. These projects can include tasks such as leading stakeholder strategy and vision discussions, and conducting one-time tourism market research surveys.

Economic Impact Studies

In order to make informed decisions as to investment opportunities in tourism, as well as to ensure that the community understands the tremendous value that the tourism industry provides to Scottsdale, the city produces economic impact estimates for both tourism events and tourism venues.

Tourism economic impact estimates relevant to the City of Scottsdale's Tourism Development program include the following:

- Event Intercept Studies
- Regional Economic Impact Studies
- Staff-Generated Event Economic Impact Estimates
- Tourism Venue Impact Studies

Tourism Industry Impact Studies

Each year the Tourism and Events staff generates a Scottsdale/Paradise Valley Tourism Study. The study analyzes Scottsdale tourism data and estimates for the overall impact of tourism on the city, as well as a cost-benefit analysis of tourism.

The study is separated in to two sections that are produced annually, with each part focusing on a specific aspect of tourism in the Scottsdale/Paradise Valley Market Area.

Part I: Lodging StatisticsPart II: Visitor Statistics

The Lodging Statistics report is typically produced in July of each year, the Lodging Statistics report focuses on trends in occupancy, tax collections, hotel room inventory, average room rates, hotel occupancy rates, and other factors relating to Scottsdale lodging trends. The report is designed to provide relevant data relating to the lodging industry for developers, local hoteliers, financing agencies, and other groups with an interest in Scottsdale's hospitality industry trends.

The Visitor Statistics part of the study is typically produced in August of each year and focuses on analyzing trends relating to Scottsdale tourists themselves. This report examines the total number of domestic tourists who visit Scottsdale, their spending patterns and socio-demographic profiles, and the overall economic impact of the tourism industry to the study area. This report is produced with the assistance of Applied Economics.

Tourism Research Program Considerations

The primary focus of the city tourism research program has been identifying and reporting domestic tourism data. To date international visitor data has been limited mostly due to inabilities to accurately collect Scottsdale international data. City staff is working with Experience Scottsdale to identify international research collection methods and anticipates providing Scottsdale international data in the near future.



Tourism & Events Department 7506 E. Indian School Road Scottsdale, AZ 85251 Karen Churchard, Director 480.312.2890

To: Honorable Mayor and City Council, Tourism Development Commission

From: Karen Churchard, Tourism & Events Director

Date: March 15, 2017

Subject: Comparison of Special Event Applications and Permits/Fees

Here is an overview and year-over-year comparison of special event applications and permit fees for July 1 to Dec. 31 of 2015 and 2016. The Special Event Ordinance took effect July 1, 2016. At the end of the first year, we will prepare another report and send to you.

Table 1. Special Event Application Comparisons

	July-Dec. 2015	July-Dec. 2016	Change
Applications Received	137	118	-14%
Applications Approved	126	89	-29%
Applications Denied	1	6	500%
Applications Withdrawn	10	10	0%
Applications Not Required	0	10	-
Applications Expired/No Decision	0	3	-

Notes:

- Applications "approved" decreased YOY by 29%. This is due to a variety of reasons such as no longer requiring a permit for indoor events, and a reduced number of applications because of the lower limit on days per quarter.
- The increase of denials YOY for 2016 are due to application not meeting event criteria as required in Special Event Ordinance such as street closure impacts to other businesses or compromised pedestrian safety (all on Indian Plaza), or the application being entirely retail driven.
- Applications "Not required" was new for 2016 due to application submittals being made only online. Staff cannot review an application unless we assign a case number. Prior to July 1, 2016, staff reviewed the hard copy application and would notify the applicant if approval and permits were not required.

Table 2. Special Event Fee Comparisons

	July-	December	2015	July-December 2016				
	Permits	Fees	Average	Permits	Fees	Average		
Review Fees	124	\$10,788	\$87	69	\$5,175	\$75		
Private								
Property	84	\$8,820	\$105	42	\$1,050	\$25		
Permits								
Public								
Property	43	\$6,837	\$159	39	\$6,825	\$175		
Permits								
City Property					\$10.627			
Use Fees	-	_	_		\$19,627			
Total		\$26,445			\$32,677			

• In 2016, a total of 81 permits were issued; however, only 69 applicants paid the review fee. Discussions as well as communication and training continue with Planning and One Stop Shop to resolve.

Reported Gross Receipts Prior to Non-Taxable Deductions

Downtown (Based on Areas A through E of the Former Enhanced Municipal Service Districts "EMSD")

	Total Downton												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	16,294,406	17,958,595	23,650,512	30,925,172	15,667,426	13,531,249	10,713,180	12,807,976	11,941,243	15,883,699	15,570,794	19,553,281	204,497,534
CY 2011	18,881,958	20,161,019		35,310,688	16,730,356	13,435,869	11,874,899	14,467,378	14,629,372	16,272,346	17,330,338	22,545,583	229,175,498
CY 2012	18,757,917			33,593,745	17,106,729	15,498,128	12,653,462	14,827,231	14,358,859	16,331,213		24,483,324	242,982,333
CY 2013	19,924,104	22,057,493		35,406,204	20,081,256	16,799,522	15,223,237	17,732,228	19,388,221	18,326,086	22,050,613	27,149,429	265,847,766
CY 2014	23,178,433	23,845,103	31,585,630	38,654,985	20,911,157	18,749,926	14,139,607	16,139,210	16,263,112	20,366,477	22,137,429	26,240,868	272,211,936
CY 2015	22,619,953	24,385,652		36,197,930			14,677,294	15,973,129	15,626,109	20,808,810			268,819,109
CY 2016	21,016,924				19,968,318		15,198,133	16,464,046	19,302,675	20,958,290		26,698,973	266,032,232
15 v 16 % Change	-7%	-4%	-10%	-11%	-7%	-7%	4%	3%	24%	1%	20%	5%	-1%
	E 51405		1										
	Former EMSE		Mar	Apr	Marri	l	Jul	A	Sep	Oct	Nov	Dec	Annual Total
CY 2010	Jan 2,621,569	Feb 2,677,056	3,595,363	2,760,933	May 2,445,712	Jun 2,287,697	1,648,750	Aug 2,104,465	2,039,222	2,457,278	2,707,157	2,904,774	30,249,976
CY 2011	2,854,735	2,736,074	3,549,767	3,025,333	2,809,230	2,479,566	2,031,383	2,104,403	2,669,470	2,852,301	3,285,581	3,607,518	34,442,580
CY 2012	2,755,914	3,411,732	4,015,283	3,458,379	3,285,789	2,763,337	2,396,357	2,439,119	2,708,279	3,118,645	3,264,890	3,761,426	37,379,151
CY 2012	3,604,652	3,541,799	4,699,576	3,859,592	3,485,574	2,708,843	3,038,909	3,379,051	3,703,323	4,289,438	4,115,486	5,076,493	45,502,736
CY 2014	4,266,007	4,385,244	5,342,866	4,407,412	4,609,823	3,485,800	3,192,854	3,134,598	3,348,512	3,888,129	3,929,209	4,905,695	48,896,147
CY 2015	4,292,476	4,956,473	5,825,639	4,673,846	4,387,674	3,930,580	3,431,773	3,966,312	3,524,729	4,993,899	4,438,378	5,065,028	53,486,807
CY 2016	4,174,663	4,930,473	5,670,980	4,855,054	4,739,320	3,840,006	3,299,254	4,212,808	4,602,462	4,588,020	4,868,749	5,481,511	55,126,270
15 v 16 % Change	-3%	-3%	-3%	4,655,054	4,739,320	-2%	-4%	4,212,000	31%	-8%	10%	8%	3%
15 v 10 /6 Charige	-5/0	-5/0	-5/0	7/0	0 /6	-2 /0	-4 /0	0 //	31/0	-0 /0	1070	0 /6	3/0
	Former EMSE)-B (Marshall V	Vay)]									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	1,899,265	1,558,903	2,408,940	1,964,643	1,907,805	1,741,005	1,245,089	2,094,937	1,092,339	1,691,035	1,738,544	3,536,586	22,879,090
CY 2011	2,332,047	2,401,059	3,797,986	2,167,026	1,805,187	1,586,556	1,093,391	1,801,461	2,000,138	1,173,524	1,846,790	4,762,765	26,767,932
CY 2012	2,253,538	2,795,587	2,430,130	2,464,679	2,312,807	1,555,689	1,564,950	1,185,598	1,254,287	1,485,662	2,883,664	4,180,223	26,366,815
CY 2013	1,691,317	2,442,351	2,477,776	1,855,747	2,205,584	2,124,197	1,162,693	2,941,063	3,425,505	1,442,191	2,299,584	5,036,069	29,104,077
CY 2014	2,279,985	2,543,892	2,197,290	2,319,989	2,146,071	1,841,247	1,752,170	1,539,834	1,538,975	1,706,577	1,546,787	4,193,116	25,605,933
CY 2015	2,242,499	2,405,705	2,623,421	2,211,802	2,044,214	1,909,954	1,457,160	1,921,744	1,345,627	2,440,558	1,974,534	4,158,773	26,735,989
CY 2016	2,163,225	2,280,562	2,531,074	1,819,096	1,520,489	1,845,856	1,903,129	1,664,251	1,949,804	2,373,369	2,984,171	3,894,880	26,929,905
15 v 16 % Change	-4%	-5%	-4%	-18%	-26%	-3%	31%	-13%	45%	-3%	51%	-6%	1%
	% Change -4% -5% -4												
	F FMOF	0 (14/	. 0(1)	1									
	Former EMSD			Apr	May	lun	lul	Λυα	Sen	Oct	Nov	Dec	Annual Total
CV 2010	Jan	Feb	Mar	Apr 18 011 233	May 4 363 655	Jun 4 073 902	Jul 2 921 598	Aug 3 667 116	Sep	Oct 4 360 108	Nov 4 155 981	Dec 5 298 547	Annual Total
CY 2010 CY 2011	Jan 4,738,653	Feb 6,154,596	Mar 7,263,801	18,011,233	4,363,655	4,073,902	2,921,598	3,667,116	3,523,877	4,360,108	4,155,981	5,298,547	68,533,067
CY 2011	Jan 4,738,653 5,307,179	Feb 6,154,596 6,514,021	Mar 7,263,801 8,037,561	18,011,233 21,210,535	4,363,655 4,778,958	4,073,902 3,597,635	2,921,598 3,216,568	3,667,116 4,754,404	3,523,877 3,517,487	4,360,108 4,158,671	4,155,981 4,746,813	5,298,547 5,469,390	68,533,067 75,309,223
CY 2011 CY 2012	Jan 4,738,653 5,307,179 5,083,597	Feb 6,154,596 6,514,021 6,873,812	Mar 7,263,801 8,037,561 13,423,092	18,011,233 21,210,535 18,937,815	4,363,655 4,778,958 3,980,298	4,073,902 3,597,635 4,732,698	2,921,598 3,216,568 3,097,076	3,667,116 4,754,404 5,121,584	3,523,877 3,517,487 3,656,853	4,360,108 4,158,671 4,055,359	4,155,981 4,746,813 4,778,108	5,298,547 5,469,390 6,101,931	68,533,067 75,309,223 79,842,223
CY 2011 CY 2012 CY 2013	Jan 4,738,653 5,307,179 5,083,597 5,470,507	Feb 6,154,596 6,514,021 6,873,812 6,090,878	Mar 7,263,801 8,037,561 13,423,092 7,874,923	18,011,233 21,210,535 18,937,815 18,926,924	4,363,655 4,778,958 3,980,298 5,268,800	4,073,902 3,597,635 4,732,698 4,124,996	2,921,598 3,216,568 3,097,076 3,492,851	3,667,116 4,754,404 5,121,584 4,514,172	3,523,877 3,517,487 3,656,853 4,311,307	4,360,108 4,158,671 4,055,359 4,244,013	4,155,981 4,746,813 4,778,108 6,098,857	5,298,547 5,469,390 6,101,931 6,663,564	68,533,067 75,309,223 79,842,223 77,081,790
CY 2011 CY 2012 CY 2013 CY 2014	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11%	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16%	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10%	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11%	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% O-D (Old Town	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16%	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21%	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15%	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13%	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4%	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44%	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12%	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41%	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2%	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4%
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSD Jan 4,205,228 4,742,315	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330	Feb 6,154,596 6,514,021 6,873,812 6,990,878 7,055,419 5,986,531 5,333,571 -11% O-D (Old Town Feb 4,651,800 5,072,936 5,729,885	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2012 CY 2013	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737	Feb 6,154,596 6,514,021 6,873,812 6,990,878 7,055,419 5,986,531 5,333,571 -11% D-D (Old Town Feb 4,651,800 5,072,936 5,722,885 5,727,868	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4% Mar 6,738,213 7,825,716 8,615,641 8,433,139	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,024,831 3,454,440 3,613,879	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 2,723,234 3,022,736 3,069,153	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 2,751,664 3,148,562 3,327,874	3,523,877 3,517,487 3,555,431,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,587,923 3,567,141	4,360,108 4,158,671 4,055,671 4,053,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2012 CY 2013 CY 2014	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% D-D (Old Town Feb 4,651,800 5,772,936 5,729,885 5,727,868 6,229,264	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4% Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2012 CY 2014 CY 2015	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936 5,729,885 5,727,868 6,229,264 6,686,826	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,344,723 5,968,307 6,113,066 6,565,520	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,377,366 4,758,437 5,310,238 5,400,674	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,001 63,125,672 65,217,885
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2015 CY 2016	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,729,885 5,727,868 6,229,264 6,686,826 6,794,917	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,988,307 6,113,066 6,565,520 6,563,283	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797	4,073,902 3,597,633 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 3,695,679	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 4,226,817	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579	4,155,981 4,776,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936 5,729,885 5,727,868 6,229,264 6,686,826	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,344,723 5,968,307 6,113,066 6,565,520	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,377,366 4,758,437 5,310,238 5,400,674	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,001 63,125,672 65,217,885
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1%	Feb 6,154,596 6,514,021 6,873,812 6,990,878 7,055,419 5,986,531 5,333,571 -11% Peb 4,651,800 5,072,936 5,727,868 6,229,264 6,686,826 6,794,917 2%	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4% Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1%	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,988,307 6,113,066 6,565,520 6,563,283	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797	4,073,902 3,597,633 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 3,695,679	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 4,226,817	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579	4,155,981 4,776,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE	Feb 6,154,596 6,514,021 6,873,812 6,990,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936 5,722,868 6,229,264 6,686,826 6,794,917 2% 0-E (Brown & \$0.0000000000000000000000000000000000	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4% Mar 6,738,213 7,825,713 7,825,713 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson)	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,344,1723 5,968,307 6,113,066 6,565,520 6,565,520 6,563,283 0%	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1%	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,244,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367 -11%	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8%	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 3,695,679 1%	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317 4,226,817 10%	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1%	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3%	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420 15%	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2%
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936 5,729,885 5,727,868 6,229,264 6,686,826 6,794,917 2% 0-E (Brown & S Feb	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson) Mar	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,344,723 5,968,307 6,113,066 6,565,520 6,563,283 0%	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,380,191 4,373,366 4,758,437 5,310,238 5,400,674 5,355,797 -1%	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367 -11%	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8%	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 3,695,679 1%	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317 4,226,817 10%	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1%	4,155,981 4,776,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420 15%	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE Jan 2,829,692	Feb 6,154,596 6,514,696 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% O-D (Old Town Feb 4,651,800 5,072,936 5,729,885 5,727,868 6,229,264 6,866,826 6,794,917 2% O-E (Brown & S Feb 2,916,240	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson) Mar 3,644,196	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066 6,565,520 6,565,520 6,563,283 0% Apr 3,077,677	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1%	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367 -11% Jun 2,403,813	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8% Jul 2,174,509	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 3,695,679 1%	3,523,877 3,517,487 3,517,487 3,656,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317 4,226,817 10% Sep 2,358,936	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1% Oct 3,275,326	4,155,981 4,776,108 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3% Nov 2,927,627	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420 15% Dec 2,982,309	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total 33,655,654
CY 2011 CY 2012 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE Jan 2,829,692 3,645,682	Feb 6,154,596 6,514,021 6,873,812 6,990,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936 5,729,885 5,727,868 6,229,264 6,686,826 6,794,917 2% 0-E (Brown & \$ Feb 2,916,240 3,436,930	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Gietson) Mar 3,644,196 4,324,662	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066 6,565,520 6,563,283 0% Apr 3,077,677 3,558,381	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1% May 2,875,536 2,956,791	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 -11% Jun 2,403,813 2,403,813 2,528,125	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8% Jul 2,174,509 2,321,485	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 1,646,239	3,523,877 3,517,487 3,517,487 3,517,487 3,656,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317 4,226,817 10% Sep 2,358,936 3,100,249	4,360,108 4,158,671 4,055,671 4,053,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1% Oct 3,275,326 3,352,413	4,155,981 4,7746,813 4,7746,813 4,776,02,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3% Nov 2,927,627 2,908,564	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420 15% Dec 2,982,309 3,105,303	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total 33,655,654 37,596,857
CY 2011 CY 2012 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE Jan 2,829,692 3,645,682 3,784,538	Feb 6,154,596 6,514,021 6,873,812 6,990,878 7,055,419 5,986,531 5,333,571 -11% D-D (Old Town Feb 4,651,800 5,072,936 5,727,868 6,229,264 6,686,826 6,794,917 2% D-E (Brown & S Feb 2,916,240 3,436,930 3,782,780	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson) Mar 3,644,196 4,324,662 5,104,790	18,011,233 21,210,535 18,937,815 18,936,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066 6,565,520 6,563,283 0% Apr 3,077,677 3,558,381 3,391,148	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1% May 2,875,536 2,956,791 3,220,469	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,244,834 3,613,879 3,766,615 3,995,147 3,538,367 -11% Jun 2,403,813 2,528,125 2,991,964	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8% Jul 2,174,509 2,321,485 2,572,344	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 3,695,679 1% Aug 2,189,793 2,358,272 2,932,367	3,523,877 3,517,487 3,517,487 3,517,487 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317 4,226,817 10% Sep 2,358,936 3,100,249 3,151,517	4,360,108 4,158,671 4,055,3671 4,053,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,594,117 5,156,786 5,138,855 5,202,579 1% Oct 3,275,326 3,352,413 3,328,500	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3% Nov 2,927,627 2,908,564 3,550,080	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420 15% Dec 2,982,309 3,105,303 5,000,741	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total 33,655,654 37,596,857 42,811,239
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2012 CY 2013 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE Jan 2,829,692 3,645,682 3,784,538 4,128,891	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936 5,729,885 5,727,868 6,229,264 6,686,826 6,794,917 2% 0-E (Brown & S Feb 2,916,240 3,436,930 3,782,780 4,254,598	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson) Mar 3,644,196 4,324,662 5,104,790 8,223,957	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066 6,565,520 6,565,520 6,563,283 0% Apr 3,077,677 3,558,381 3,391,148 4,795,635	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1% May 2,875,536 2,956,791 3,220,469 4,362,861	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367 -11% Jun 2,403,813 2,528,125 2,991,964 4,227,607	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8% Jul 2,174,509 2,321,485 2,572,344 4,459,631	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 3,695,679 1% Aug 2,189,793 2,358,272 2,932,367 3,570,068	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317 4,226,817 10% Sep 2,358,936 3,100,249 3,151,517 4,380,946	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1% Oct 3,275,326 3,352,413 3,328,500 3,756,326	4,155,981 4,746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3% Nov 2,927,627 2,908,564 4,589,998	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420 15% Dec 2,982,309 3,105,303 5,000,741 4,796,636	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total 33,655,654 37,596,857 42,811,239 55,547,153
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE Jan 2,829,692 3,645,682 3,784,538 4,128,891 5,945,266	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,722,936 5,729,885 5,727,868 6,229,264 6,686,826 6,794,917 2% 0-E (Brown & S Feb 2,916,240 3,436,930 3,782,780 4,254,598 3,631,283	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson) Mar 3,644,196 4,324,662 5,104,790 8,223,957 6,184,368	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066 6,565,520 6,563,283 0% Apr 3,077,677 3,558,381 3,391,148 4,795,635 4,981,770	May 4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1% May 2,875,536 2,956,791 3,220,469 4,362,861 3,803,067	4,073,902 3,597,633 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367 -11% Jun 2,403,813 2,528,125 2,991,964 4,227,607 4,523,885	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8% Jul 2,174,509 2,321,485 2,572,344 4,459,631 2,455,171	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,645,239 3,695,679 1% Aug 2,189,793 2,358,272 2,932,367 3,570,068 2,774,537	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 4,226,817 10% Sep 2,358,936 3,100,249 3,151,517 4,380,946 3,126,845	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1% Oct 3,275,326 3,352,413 3,328,500 3,756,326 5,011,934	4,155,981 4,776,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3% Nov 2,927,627 2,908,564 3,550,080 4,589,998 3,604,386	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 6,408,420 15% Dec 2,982,309 3,105,303 5,000,741 4,796,636 5,120,820	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total 33,655,654 37,596,857 42,811,239 55,547,153 51,163,332
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE Jan 2,829,692 3,645,682 3,784,538 4,128,891 5,945,266 4,392,737	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,072,936 5,729,885 5,727,868 6,229,264 6,686,826 6,794,917 2% 0-E (Brown & S Feb 2,916,240 3,436,930 3,782,780 4,254,598 4,350,118	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson) Mar 3,644,196 4,324,662 5,104,790 8,223,957 6,184,368 7,752,754	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066 6,565,520 6,563,283 0% Apr 3,077,677 3,558,381 3,391,148 4,795,635 4,981,770 4,614,093	4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1% May 2,875,536 2,956,791 3,220,469 4,362,861 3,803,067 3,601,974	4,073,902 3,597,635 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 -11% Jun 2,403,813 2,528,125 2,991,964 4,227,607 4,523,885 2,655,346	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8% Jul 2,174,509 2,321,485 2,572,344 4,459,631 2,4455,171 2,351,551	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,646,239 1% Aug 2,189,793 2,358,272 2,932,367 3,570,068 2,774,537 2,670,607	3,523,877 3,517,487 3,517,487 3,517,487 3,656,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 3,850,317 4,226,817 10% Sep 2,358,936 3,100,249 3,151,517 4,380,946 3,126,845 3,233,986	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1% Oct 3,275,326 3,352,413 3,328,500 3,756,326 5,011,934 3,525,759	4,155,981 4,7746,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3% Nov 2,927,627 2,908,564 3,550,080 4,589,998 4,589,998 3,604,386 3,302,168	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 5,566,949 6,408,420 15% Dec 2,982,309 3,105,303 5,000,741 4,796,636 5,120,820 3,479,542	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total 33,655,654 37,596,857 42,811,239 55,547,153 51,163,332 45,930,634
CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change CY 2010 CY 2011 CY 2012 CY 2013 CY 2014 CY 2015 CY 2016 15 v 16 % Change	Jan 4,738,653 5,307,179 5,083,597 5,470,507 5,564,362 5,725,689 5,180,302 -10% Former EMSE Jan 4,205,228 4,742,315 4,880,330 5,028,737 5,122,812 5,966,552 5,878,508 -1% Former EMSE Jan 2,829,692 3,645,682 3,784,538 4,128,891 5,945,266	Feb 6,154,596 6,514,021 6,873,812 6,090,878 7,055,419 5,986,531 5,333,571 -11% 0-D (Old Town Feb 4,651,800 5,722,936 5,729,885 5,727,868 6,229,264 6,686,826 6,794,917 2% 0-E (Brown & S Feb 2,916,240 3,436,930 3,782,780 4,254,598 3,631,283	Mar 7,263,801 8,037,561 13,423,092 7,874,923 8,699,696 8,293,094 7,920,814 -4%) Mar 6,738,213 7,825,716 8,615,641 8,433,139 9,161,410 9,574,122 9,488,380 -1% Stetson) Mar 3,644,196 4,324,662 5,104,790 8,223,957 6,184,368	18,011,233 21,210,535 18,937,815 18,926,924 20,832,747 18,132,671 15,252,681 -16% Apr 5,110,687 5,349,413 5,341,723 5,968,307 6,113,066 6,565,520 6,563,283 0% Apr 3,077,677 3,558,381 3,391,148 4,795,635 4,981,770	May 4,363,655 4,778,958 3,980,298 5,268,800 5,041,958 5,980,567 4,750,415 -21% May 4,074,719 4,380,191 4,307,366 4,758,437 5,310,238 5,400,674 5,355,797 -1% May 2,875,536 2,956,791 3,220,469 4,362,861 3,803,067	4,073,902 3,597,633 4,732,698 4,124,996 5,132,380 5,003,295 4,246,061 -15% Jun 3,024,831 3,243,986 3,454,440 3,613,879 3,766,615 3,995,147 3,538,367 -11% Jun 2,403,813 2,528,125 2,991,964 4,227,607 4,523,885	2,921,598 3,216,568 3,097,076 3,492,851 3,450,153 3,911,288 3,383,282 -13% Jul 2,723,234 3,212,071 3,022,736 3,069,153 3,289,259 3,525,522 3,795,910 8% Jul 2,174,509 2,321,485 2,572,344 4,459,631 2,455,171	3,667,116 4,754,404 5,121,584 4,514,172 4,883,991 3,768,227 3,908,990 4% Aug 2,751,664 3,011,618 3,148,562 3,327,874 3,806,251 3,645,239 3,695,679 1% Aug 2,189,793 2,358,272 2,932,367 3,570,068 2,774,537	3,523,877 3,517,487 3,656,853 4,311,307 4,265,299 3,671,450 5,268,763 44% Sep 2,926,869 3,342,027 3,587,923 3,567,141 3,983,480 4,226,817 10% Sep 2,358,936 3,100,249 3,151,517 4,380,946 3,126,845	4,360,108 4,158,671 4,055,359 4,244,013 4,603,051 4,709,740 5,260,093 12% Oct 4,099,952 4,735,437 4,343,047 4,594,117 5,156,786 5,138,855 5,202,579 1% Oct 3,275,326 3,352,413 3,328,500 3,756,326 5,011,934	4,155,981 4,776,813 4,778,108 6,098,857 7,602,604 5,001,272 7,035,396 41% Nov 4,041,484 4,542,590 4,712,248 4,946,688 5,454,443 5,301,161 5,468,778 3% Nov 2,927,627 2,908,564 3,550,080 4,589,998 3,604,386	5,298,547 5,469,390 6,101,931 6,663,564 6,289,191 7,263,972 7,144,911 -2% Dec 4,831,065 5,600,607 5,439,003 5,576,668 5,732,046 6,408,420 15% Dec 2,982,309 3,105,303 5,000,741 4,796,636 5,120,820	68,533,067 75,309,223 79,842,223 77,081,790 83,420,852 77,447,795 74,685,278 -4% Annual Total 49,179,747 55,058,906 56,582,905 58,612,011 63,125,672 65,217,885 66,417,436 2% Annual Total 33,655,654 37,596,857 42,811,239 55,547,153 51,163,332

Reported Gross Receipts Prior to Non-Taxable Deductions

Downtown (Based on Areas A through E of the Former Enhanced Municipal Service Districts "EMSD")

	Misc. Retail Stores												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	8,777,621	10,112,198	12,959,195	22,334,984	7,837,923	7,296,499	4,802,995	6,950,151	5,803,559	8,289,914	8,059,164	11,796,177	115,020,379
CY 2011	9,604,482	11,239,281	15,145,090	25,779,947	8,544,539	6,817,014	5,497,557	8,475,927	7,783,791	8,493,792	9,460,399	13,938,887	130,780,707
CY 2012	9,597,581	12,604,784	19,717,074	24,249,391	8,282,965	8,128,872	5,822,291	7,604,281	6,736,404	7,877,937	10,104,640	14,664,054	135,390,273
CY 2013	10,055,929	11,443,169	16,586,065	24,740,848	9,894,740	8,889,409	8,256,522	9,845,486	11,448,901	8,963,184	12,064,483	17,053,945	149,242,681
CY 2014	12,392,671	12,224,146	15,532,796	26,550,996	9,852,184	10,926,350	7,048,186	8,054,589	8,216,550	10,584,641	11,510,371	15,345,415	148,238,895
CY 2015	10,077,172	11,527,943	17,917,013	23,909,363	10,175,025	9,091,284	7,152,296	7,765,927	7,863,688	10,568,477	9,805,883	15,092,247	140,946,319
CY 2016	9,185,269	10,324,186	13,813,457	19,338,621	8,712,449	8,053,353	6,468,727	7,952,097	9,366,244	9,713,074	12,494,189	14,682,094	130,103,759
15 v 16 % Change	-9%	-10%	-23%	-19%	-14%	-11%	-10%	2%	19%	-8%	27%	-3%	-8%

	Restaurants												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	7,516,785	7,846,397	10,691,317	8,590,189	7,829,503	6,234,750	5,910,185	5,857,825	6,137,685	7,593,785	7,511,630	7,757,105	89,477,155
CY 2011	9,277,475	8,921,738	12,390,603	9,530,741	8,185,817	6,618,854	6,377,342	5,991,451	6,845,581	7,778,553	7,869,940	8,606,696	98,394,791
CY 2012	9,160,336	9,989,013	13,871,863	9,344,354	8,823,764	7,369,256	6,831,172	7,222,950	7,622,455	8,453,276	9,084,350	9,819,271	107,592,060
CY 2013	9,868,175	10,614,324	15,123,307	10,665,356	10,186,516	7,910,113	6,966,716	7,886,742	7,939,320	9,362,902	9,986,130	10,095,484	116,605,085
CY 2014	10,785,762	11,620,957	16,052,833	12,103,989	11,058,973	7,823,576	7,091,421	8,084,621	8,046,562	9,781,836	10,627,058	10,895,452	123,973,040
CY 2015	12,542,781	12,857,709	16,152,017	12,288,567	11,240,079	8,403,039	7,524,997	8,207,202	7,762,421	10,240,333	10,211,629	10,442,017	127,872,791
CY 2016	11,831,655	13,040,633	16,801,919	12,964,678	11,255,870	8,164,944	8,729,406	8,511,949	9,936,431	11,252,917	11,428,893	12,016,879	135,936,173
15 v 16 % Change	-6%	1%	4%	6%	0%	-3%	16%	4%	28%	10%	12%	15%	6%

[%] Change is the change for the most current month vs. the same month in the prior year

Reported Gross Receipts Prior to Non-Taxable Deductions

Other Downtown Areas Exclusive of Areas A through E

	Fashion Square												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	40,035,036	44,248,176	57,638,302	47,116,525	44,891,198	42,744,567	41,282,402	37,681,044	43,413,486	42,539,147	56,394,868	94,225,820	592,210,571
CY 2011	42,760,002	48,819,553	61,225,337	54,706,714	48,709,691	48,477,316	45,099,577	39,815,676	46,267,597	44,856,319	59,592,038	96,855,377	637,185,199
CY 2012	44,551,140	51,594,468	62,544,008	57,330,241	51,363,841	50,444,815	46,012,784	42,701,668	49,077,350	48,681,941	58,320,720	103,531,980	666,154,957
CY 2013	50,933,273	52,445,741	68,995,247	53,998,734	53,031,922	49,099,100	47,151,770	43,042,993	52,457,479	48,675,163	64,987,455	106,983,759	691,802,637
CY 2014	44,899,772	52,534,306	66,096,270	57,163,797	55,826,222	49,240,284	47,796,879	43,731,236	53,508,182	46,342,205	63,334,392	110,066,281	690,539,826
CY 2015	53,396,049	58,683,381	72,324,362	60,884,656	59,617,315	59,435,680	51,195,460	47,407,496	51,440,206	53,219,378	65,549,136	112,761,412	745,914,530
CY 2016	49,241,795	56,524,477	68,853,074	58,154,577	59,571,039	53,734,984	52,173,536	45,103,295	50,455,283	52,392,245	69,972,695	114,864,909	731,041,908
15 v 16 % Change	-8%	-4%	-5%	-4%	0%	-10%	2%	-5%	-2%	-2%	7%	2%	-2%

	Waterfront												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	2,735,194	2,811,078	3,226,304	3,292,384	2,531,976	2,321,780	2,248,112	2,139,636	2,078,193	2,689,356	2,662,210	3,452,245	32,188,468
CY 2011	3,100,192	2,930,524	3,486,641	3,015,027	2,333,301	2,066,802	2,064,681	1,967,379	1,882,446	2,351,499	2,480,289	2,997,652	30,676,434
CY 2012	2,554,893	2,702,649	3,150,492	2,976,670	2,561,555	2,091,141	2,049,341	1,952,999	1,903,698	2,307,583	2,225,359	2,640,725	29,117,105
CY 2013	2,601,848	2,759,820	3,175,755	3,005,963	2,653,778	2,014,332	2,110,073	2,001,982	1,886,090	2,514,999	2,553,771	3,083,003	30,361,415
CY 2014	2,456,101	2,675,543	3,271,289	3,122,265	2,437,397	1,962,805	1,974,375	1,950,459	1,892,613	2,402,358	2,471,240	2,927,557	29,544,002
CY 2015	3,036,338	2,845,578	3,406,231	3,088,015	2,617,219	2,113,623	2,232,376	2,034,837	2,031,629	2,400,490	2,517,896	2,811,080	31,135,312
CY 2016	2,941,428	2,977,579	3,469,730	3,092,816	2,645,557	2,196,887	2,280,249	2,138,504	2,177,016	2,662,945	2,767,770	3,014,136	32,364,615
15 v 16 % Change	-3%	5%	2%	0%	1%	4%	2%	5%	7%	11%	10%	7%	4%

Waterfront includes only businesses classified as Miscellaneous Retail Stores or Restaurants/Bars
Fashion Square includes only businesses classified as Miscellaneous Retail Stores, Major Department Stores, or Restaurants/Bars
% Change is the change for the most current month vs. the same month in the prior year

Reported Gross Receipts Prior to Non-Taxable Deductions Entire City of Scottsdale

	Misc. Retail Stores	3											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	263,226,882	265,423,747	364,731,757	314,318,524	286,235,145	311,872,789	262,543,623	291,240,006	356,083,278	270,426,694	335,991,290	460,644,826	3,782,738,563
CY 2011	336,505,984	215,086,336	300,245,447	289,989,655	233,095,907	237,117,559	265,089,289	217,903,307	253,857,336	220,597,763	230,358,254	412,299,703	3,212,146,539
CY 2012	265,913,424	228,610,422	302,583,586	281,970,444	230,162,087	254,679,420	204,072,331	209,630,097	249,510,026	231,856,056	254,363,377	413,417,212	3,126,768,484
CY 2013	240,958,935	242,498,413	288,435,666	282,688,550	246,851,180	258,477,512	256,180,189	228,470,512	272,645,804	251,140,070	265,984,141	400,321,038	3,234,652,010
CY 2014	257,787,825	252,661,808	316,286,788	296,495,071	254,636,532	259,063,450	217,630,522	225,378,418	259,977,571	263,239,997	273,413,442	468,725,931	3,345,297,357
CY 2015	254,611,053	250,707,013	326,428,344	291,916,264	250,825,234	288,879,737	237,056,946	243,203,241	289,251,218	272,875,984	278,698,952	553,165,598	3,537,619,582
CY 2016	272,814,731	275,977,224	333,651,110	303,902,076	289,516,422	308,788,641	259,403,277	272,119,734	308,906,550	294,456,192	322,810,140	513,441,070	3,755,787,167
15 v 16 % Change	7%	10%	2%	4%	15%	7%	9%	12%	7%	8%	16%	-7%	6%

	Restaurants												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	64,480,404	66,464,125	79,257,172	66,510,295	61,081,380	53,330,650	49,873,996	50,594,813	54,440,307	60,334,668	60,629,536	66,729,582	733,726,929
CY 2011	69,988,912	69,671,613	86,381,108	72,452,514	64,982,321	57,639,322	53,316,576	53,114,193	56,800,663	63,862,430	65,162,573	73,010,953	786,383,177
CY 2012	71,861,044	76,922,884	94,137,570	76,926,926	68,477,861	61,677,798	53,838,361	57,542,689	59,986,882	65,861,426	69,147,448	75,726,115	832,107,006
CY 2013	73,817,223	78,775,756	98,023,163	78,199,314	73,936,598	62,668,657	56,418,169	61,625,439	61,993,435	69,890,365	74,644,371	78,699,386	868,691,876
CY 2014	80,207,611	83,644,870	101,967,324	84,059,035	79,970,204	65,076,488	61,297,349	66,581,173	67,236,294	76,747,816	79,677,604	85,427,470	931,893,238
CY 2015	99,293,194	92,945,583	110,768,010	88,661,746	84,675,518	70,107,924	65,407,632	68,026,828	69,908,743	81,143,688	81,017,558	87,927,090	999,883,514
CY 2016	92,420,105	97,472,070	111,961,985	93,909,631	85,458,765	71,544,334	69,888,621	71,739,754	76,743,749	80,316,045	81,710,556	86,742,387	1,019,908,002
15 v 16 % Change	-7%	5%	1%	6%	1%	2%	7%	5%	10%	-1%	1%	-1%	2%

% Change is the change for the most current month vs. the same month in the prior year

The information provided is based on accounts contained in the Sales Tax system with a service address that falls within the specified range for each area. Although it is felt that the current method of reporting on businesses within specified address ranges yields the most accurate results possible, the accuracy of these figures may be affected by a number of factors including:

- Invalid service address businesses can inadvertently list the service address differently from the actual, physical address, or an invalid address could be entered into the system.
- Non-Scottsdale Service Address Although very rare, there are some instances where businesses indicate a non-Scottsdale mailing and service address, which would exclude them from the report.
- Payments Received through Arizona Department of Revenu Only those businesses within the area with an ADOR TPT license number have been included in the report. Due to the data that is provided, it was not included in the entire city figures due to the time that would be required to ensure the accuracy of the amounts.

Validation checks have been performed on the reported data to minimize the impact of these factors.



Downtown Sales Tax Trends

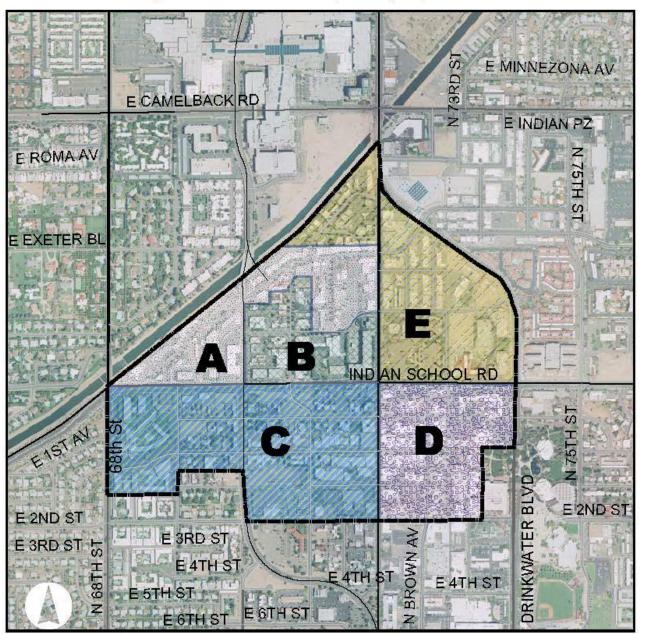
Tourism Development Commission
March 21, 2017

Overview — Downtown Specialty Districts

- On a quarterly basis, the city compiles taxable sales for miscellaneous retail and restaurants in the Downtown Specialty Districts, Waterfront, Fashion Square and Citywide
- Does not include areas in the official Downtown Character Area Plan boundaries but outside the former Enhanced Municipal Services District boundaries



Former
Enhanced Municipal Services District (EMSD) Representation



Overview - Downtown Specialty Districts

- After four straight years of year-over-year increases, there have been two consecutive years of small declines (1%) in taxable sales in the Downtown Specialty Districts
- Within the districts, results have been mixed. Three of the districts increased, while two districts declined
- When comparing the last six months of 2016 to 2016, the Downtown Specialty Districts are up 9% from the same period in the prior year



Year over Year Change 2015-2016

Area	2016 Taxable Sales (in millions)	\$ Change (in millions)	% Change from 2015
A. Fifth Avenue	55.13	1.64	3%
B. Marshall Way	26.93	0.19	1%
C. West Main	74.69	(2.76)	-4%
D. Old Town	66.42	1.20	2%
E. Brown/Stetson	42.87	(3.06)	-7%
Downtown Specialty Districts Combined	266.03	(2.79)	-1%
Waterfront	32.36	1.23	4%
Fashion Square	731.04	(14.87)	-2%

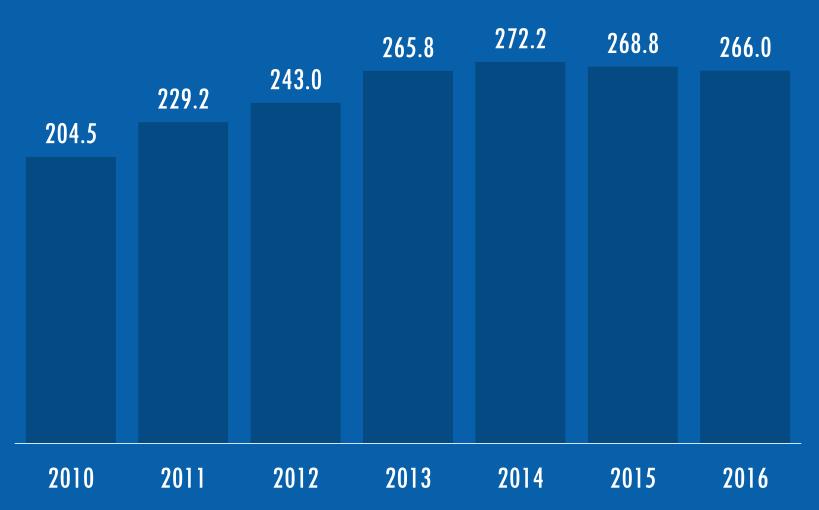
Downtown Specialty Districts compared to Citywide

- Miscellaneous Retail in Downtown Specialty Districts is down 8% while citywide it is up 6%.
- Restaurants in Downtown Specialty Districts are up 6% which is greater than Citywide Restaurants which are up 2%



Total Taxable Sales In Millions

Downtown Scottsdale Areas A-E of Former EMSD



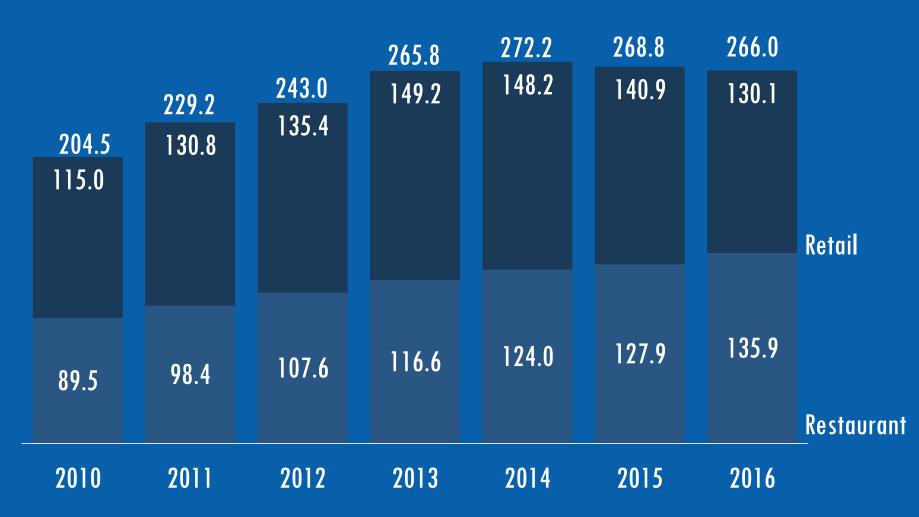
Total Taxable Sales In Millions Downtown Scottsdale Areas A-E of Former EMSD

		243.0	265.8	272.2	268.8	266.0	
204 5	229.2	243.0	55.5	51.2	45.9	42.9	Brown / Stetson
204.5	37.6	42.8	_				Stetson
33.7	FF 1	56.6	58.6	63.1	65.2	66.4	Old Town
49.2	55.1		_				Old Town
_	75.2	79.8	77.1	83.4	77.4	74.7	
68.5	75.3	77.0			0/.7	2/ 0	W. Main
22.0	26.8	26.4	29.1	25.6	26.7	26.9	Marshall
22.9	34.4	37.4	45.5	48.9	53.5	55.1	Eth A
30.2	34.4	07.1					5 th Ave
2010	2011	2012	2013	2014	2015	2016	

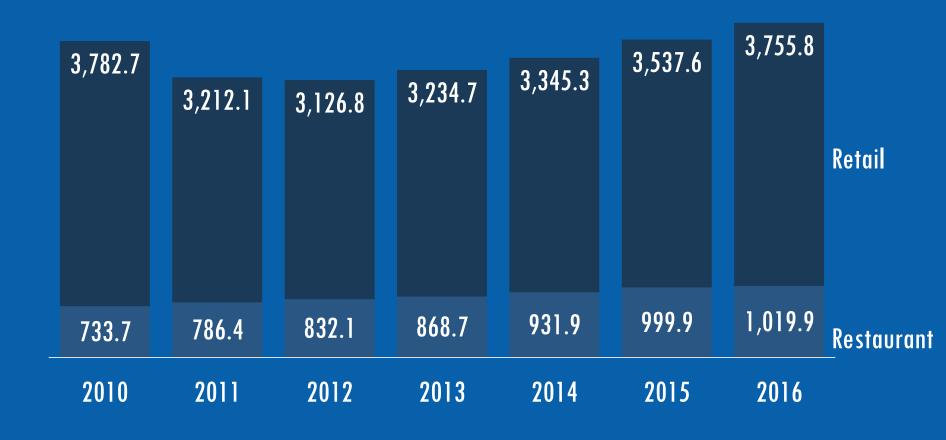
Total Taxable Sales In Millions
Former EMSD, Plus Waterfront and Fashion Square



Total Taxable Sales By Category In Millions Downtown Scottsdale Areas A-E of Former EMSD



Total Taxable Sales By Category In Millions Citywide





Downtown Sales Tax Trends

Tourism Development Commission
March 21, 2017